

TABLE OF CONTENT

COVER	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE	iv
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	viii
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF ATTACHMENT	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Research Problem	5
1.3 Research Purposes	6
1.4 Benefits of Research	6
1.4.1 Practical Benefits	6
1.4.2 Theoretical Benefits	7
1.5 Writing Systematics	7
CHAPTER II LITERATURE REVIEW	9

2.1	Concept and Description	9
2.1.1	Website Quality	9
2.1.2	Trust.....	10
2.1.3	Promotion	11
2.1.4	Customer Satisfaction.....	12
2.2	Relationship among Variables	13
2.2.1	Positive Relationship between Website Quality and Customer satisfaction	13
2.2.2	Positive Relationship between Trust and Customer satisfaction.....	14
2.2.3	Positive Relationship between Promotion and Customer satisfaction.....	15
2.2.4	Customer Age as Moderating Variable	15
2.3	Hypothesis.....	16
2.4	Research Model.....	17
2.5	Previous Research	18
CHAPTER III RESEARCH METHOD.....		21
3.1	Research Paradigm.....	21
3.2	Research Object.....	21
3.3	Unit Analysis.....	22
3.4	Type of Research.....	22
3.5	Research Design.....	23

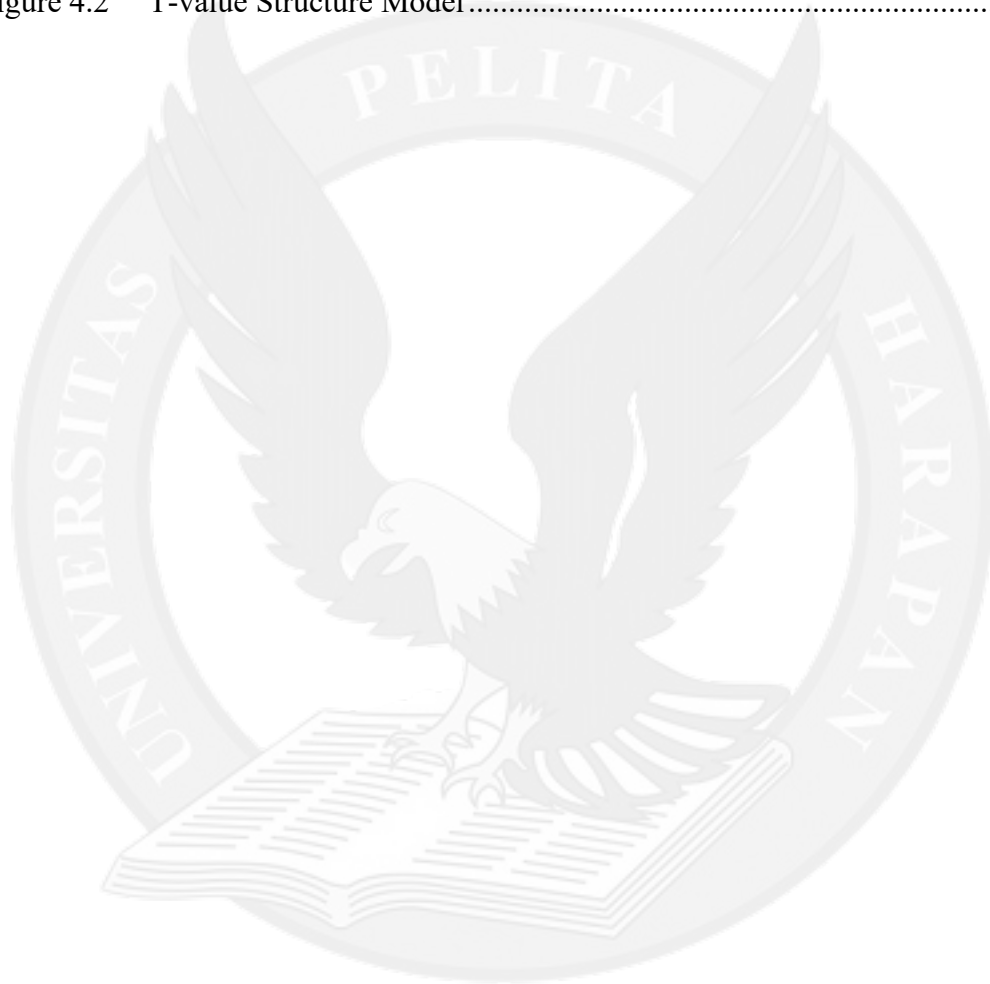
3.5.1	Variable Measurement	23
3.5.2	Conceptual and Operational Definition for Variables.....	24
3.6	Questionnaire Making Techniques.....	29
3.7	Sample Design.....	30
3.8	Data Collection method.....	30
3.8.1	Dara collection Techniques	30
3.8.2	Data Collection Ethics.....	31
3.8.3	Questionnaire preparation techniques	32
3.8.4	Determination sample count.....	32
3.9	Data Analysis Method.....	33
3.9.1	Descriptive statistic	33
3.9.2	Inferential statistic	34
3.9.3	PLS-SEM.....	34
3.10	Model Evaluate	35
3.10.1	Outer Model Evaluation	35
3.10.2	Inner Model Evaluation.....	35
3.11	Research Implementation Tools.....	35
3.11.1	Validity Test.....	35
3.11.2	Reliability test.....	36
3.11.3	Goodness of Fit	36
3.11.3.1	SRMR (Standardised Root Mean square Residual)	36

3.11.3.2	NFI (Normed Fit Index).....	37
CHAPTER IV RESULTS & DISCUSSIONS		38
4.1	Respondent Profile	38
4.2	Preliminary Test Study Result.....	45
4.2.1	Validity and Reliability Test Result from Preliminary Study.....	45
4.3	Descriptive Statistic.....	51
4.3.1	Website Quality	52
4.3.2	Trust.....	53
4.3.3	Promotion	54
4.3.4	Customer Satisfaction.....	55
4.3.5	Age	56
4.4	Inferential Statistics.....	56
4.4.1	Outer Model Evaluation	56
4.4.1.1	Measurement Model Testing	57
4.4.2	Goodness of Fit	63
4.4.3	Inner Model Evaluation.....	64
4.4.3.1	T Statistics.....	64
4.4.3.2	P Value.....	64
4.4.3.3	Determination Coefficient (R Square).....	65
4.4.3.4	Multicollinearity Test (VIF)	66
4.4.3.5	Hypothesis Test Result	68

4.5	Discussion	70
4.5.1	Hypothesis Discussion 1	71
4.5.2	Hypothesis Discussion 2	71
4.5.3	Hypothesis Discussion 3	72
4.5.4	Hypothesis Discussion 4	72
CHAPTER V CONCLUSION & RECOMMENDATION		75
5.1	Conclusion.....	75
5.2	Managerial & Theoretical Implication.....	76
5.3	Limitations of Research	79
5.4	Advice for Further Research	79
REFERENCE.....		81
APPENDIX.....		86

LIST OF FIGURES

Figure 1.1	monthly web visitors (Q 1 – 2020).....	4
Figure 2.1	Research Model	17
Figure 4.1	Path Coefficients Structured Model.....	65
Figure 4.2	T-value Structure Model.....	68



LIST OF TABLES

Table 4.1	Respondent Profile Based on Age	39
Table 4.2	Respondent Profile Based on Gender	40
Table 4.3	Respondent Profile Based on Current / last education level.....	41
Table 4.4	Respondent Profile Based on Occupation	41
Table 4.5	Respondent Profile Based on Monthly Income	42
Table 4.6	Respondent Profile Based on how many times have you bought products on Shopee	44
Table 4.7	Preliminary Study Validity Test Results	45
Table 4.8	Average Variance Extracted (AVE) validity test from Preliminary Study	47
Table 4.9	Discriminant Validity (HTMT) Test from Preliminary Study.....	48
Table 4.10	Composite Reliability Test from Preliminary Study 1	50
Table 4.11	Descriptive Statistic Test for Website Quality (WQ)	52
Table 4.12	Descriptive Statistic Test for Trust (T)	53
Table 4.13	Descriptive Statistic Test for Promotion (P).....	54
Table 4.14	Descriptive Statistic Test for Customer Satisfaction (CS).....	54
Table 4.15	Descriptive Statistic Test for Age (AG)	55
Table 4.16	Actual convergent Validity Test Result.....	58
Table 4.17	Average Variance Extracted (AVE) test.....	60
Table 4.18	Discriminant Validity Test (HTMT).....	61
Table 4.19	Composite Reliable Test Result.....	62
Table 4.20	Model of Fit	62
Table 4.21	R-squares Value on Variable	65
Table 4.22	Multicollinearity Test (VIF)	66
Table 4.23	Structural Model Test Result	68
Table 4.24	Research Design Comparison	73

LIST OF ATTACHMENT

1).	Actual Validity and Reliability Table.....	86
2).	Actual P – Value, T-Statistic, STDEV, Mean, Original Sample.....	87
3).	R-Square dan R-square Adjusted.....	88
4).	Heterotrait-Monotrait Discriminant Validity Actual Test.....	88
5).	Actual Test before Bootstrapping.....	89
6).	Actual Test after Bootstrapping.....	90
7).	Pre-Test Validity and Reliability Table.....	92
8).	Heterotrait-Monotrait Discriminant Validity Pre-Test.....	93
9).	(Questionnaire)	95

