

TABLE OF CONTENTS

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	i
APPROVAL PAGE BY FINAL PAPER ADVISOR	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iii
ABSTRACT	iv
ABSTRAK	v
PREFACE	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xvi

CHAPTER I INTRODUCTION

1.1 Background of the Study.....	1
1.2 Problem Limitation	9
1.3 Problem Formulation	10
1.4 Objective of the Research	10
1.5 Benefit of The Research.....	11
1.5.1 Theoretical Benefit	11
1.5.2 Practical Benefit	11

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background	12
2.1.1 Social Media Marketing	12
2.1.1.1 Marketing.....	13
2.1.1.2 Social Media	16
2.1.1.3 Social Media Marketing	16
2.1.1.4 Characteristics of Social Media Marketing	17

2.1.1.5	Indicator of Social Media Marketing	18
2.1.2	Service Quality.....	20
2.1.2.1	Indicator of Service Quality.....	22
2.1.2.2	Benefits of Service Quality.....	23
2.1.3	Consumer Satisfaction.....	25
2.1.3.1	Factors of Consumer Satisfaction	26
2.1.3.2	Measurement of Consumer Satisfaction.....	30
2.1.3.3	Indicator of Consumer Satisfaction.....	32
2.2	The Relationship between Social Media Marketing and Consumer Satisfaction	33
2.3	The Relationship between Service Quality and Consumer Satisfaction.....	33
2.4	Previous Research.....	34
2.5	Hypothesis Development	35
2.6	Research Model	36
2.7	Framework of Thinking	37

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	38
3.2	Population and Sample	38
3.2.1	Research Time.....	38
3.2.2	Population	39
3.2.3	Sample	39
3.3	Data Collection Method	40
3.4	Operational Definition and Variable Measurement.....	41
3.4.1	Operational Definition.....	41
3.4.2	Variable Measurement.....	42
3.5	Data Analysis Method.....	43
3.5.1	Descriptive Analysis Method.....	43
3.5.1.1	Mean.....	43
3.5.1.2	Median.....	44
3.5.1.3	Mode.....	44

3.5.2	Research Instrument Test	44
3.5.2.1	Validity Test	44
3.5.2.2	Reliability Test.....	45
3.5.3	Classical Assumption Test.....	45
3.5.3.1	Normality Test	45
3.5.3.2	Multicollinearity Test.....	45
3.5.3.3	Heteroscedasticity Test.....	46
3.5.4	Multiple Linear Regression Test.....	46
3.5.5	Coefficient of Determination Test.....	47
3.5.6	Hypothesis Test.....	47
3.5.6.1	t-test.....	48
3.5.6.2	F-Test.....	48

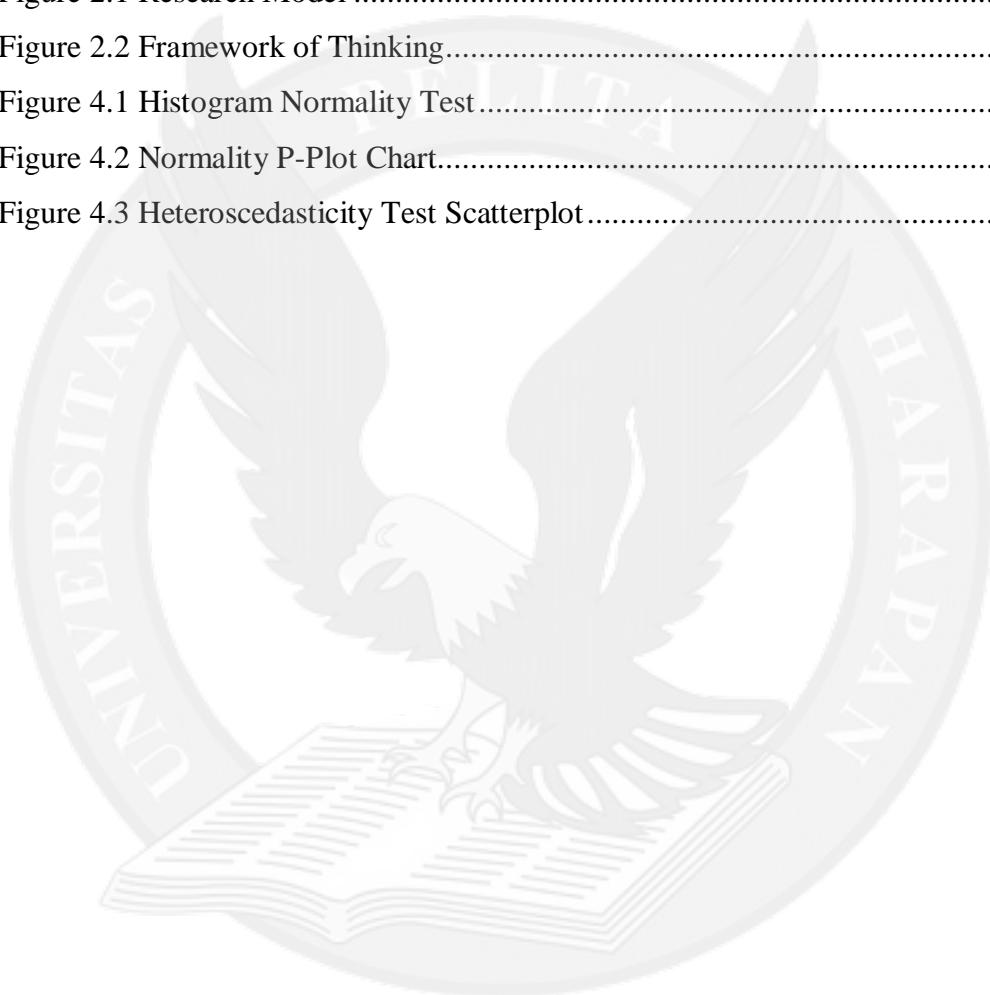
CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of E-commerce Shopee.....	50
4.1.1	Brief History of Company	50
4.1.2	Vision and Mission of Shopee	51
4.2	Research Result	51
4.2.1	Research Instrument Test	51
4.2.1.1	Validity Test Result.....	52
4.2.1.2	Reliability Test.....	53
4.2.2	Descriptive Statistic.....	54
4.2.2.1	Characteristics of Respondents	54
4.2.2.2	Respondents Characteristics Based on Gender	55
4.2.2.3	Respondents Characteristics Based on Age.....	55
4.2.2.4	Explanation of Respondents on Research Variable	56
4.2.3	Classical Assumption Test.....	71
4.2.3.1	Normality Test Result	71
4.2.3.2	Multicollinearity Test Result	73
4.2.3.3	Heteroscedasticity Test Result.....	74
4.2.4	Multiple Linear Regression	75

4.2.5	Coefficient of Determination Test.....	76
4.2.6	Hypothesis Test.....	77
4.2.6.1	t-test.....	77
4.2.6.2	F-Test.....	79
4.3	Discussion	79
4.3.1	Influence of Social Media Marketing on Consumer Satisfaction	79
4.3.2	Influence of Service Quality on Consumer Satisfaction	81
4.3.3	Influence of Social Media Marketing and Service Quality on Consumer Satisfaction.....	82
CHAPTER V CONCLUSION		
5.1	Conclusion.....	86
5.2	Recommendation	87
REFERENCES		89

LIST OF FIGURES

Figure 1.1 The Development of People Using E-commerce in Indonesia.....	5
Figure 1.2 E-commerce Visitor Data in Indonesia in 2020.....	5
Figure 1.3 Consumer Complaints for E-commerce Shopee.....	7
Figure 2.1 Research Model	36
Figure 2.2 Framework of Thinking.....	37
Figure 4.1 Histogram Normality Test	72
Figure 4.2 Normality P-Plot Chart.....	72
Figure 4.3 Heteroscedasticity Test Scatterplot.....	75



LIST OF TABLES

Table 2.1 Previous Research	34
Table 3.1 Operational Variable	42
Table 3.2 Variable Measurement.....	43
Table 4.1 Validity Test for Social Media Marketing (X ₁)	52
Table 4.2 Validity Test for Service Quality (X ₂).....	53
Table 4.3 Validity Test for Consumer Satisfaction (Y).....	53
Table 4.4 Reliability Test Statistics	54
Table 4.5 Respondent Characteristics Based on Gender	55
Table 4.6 Respondent Characteristics Based on Age	55
Table 4.7 Respondent Characterisctics Based on Profession.....	56
Table 4.8 Question 1: I understand the information provided by Shopee	56
Table 4.9 Question 2: Shopee instagram account provides clear information.....	57
Table 4.10 Question 3: The image that post by Shopee on instagram is attractive.....	57
Table 4.11 Question 4: Product images advertised on instagram are in accordance with the original.....	58
Table 4.12 Question 5: Shopee ads videos given on instagram attract consumers attention	58
Table 4.13 Question 6: The advertised video can show clear information about the product	59
Table 4.14 Question 1: The Shopee application and website are easy to use	60
Table 4.15 Question 2: The look of the Shopee website and application design is good and attractive	60
Table 4.16 Question 3: Shopee always provide notifications about the latest information.....	61
Table 4.17 Question 4: Shopee promises the product delivery time as promised.	61
Table 4.18 Question 5: Shopee Customer Service serves consumer complaints well	62

Table 4.19 Question 6: I feel Shopee's Customer Service is fast in responding to consumer complaints	62
Table 4.20 Question 7: Shopee provides warranty to consumers, can apply for product returns/funds in accordance with the applicable Terms and Conditions	63
Table 4.21 Question 8: In my opinion, Shopee Customer Service is easy to contact when consumers want to make a complaints	63
Table 4.22 Question 9: Shopee listens well when consumers complaints	64
Table 4.23 Question 10: Shopee responds to problems quickly if a problem occurs in the service	64
Table 4.24 Question 1: Shopee offers good quality products	65
Table 4.25 Question 2: I am satisfied with the products offered by Shopee.....	66
Table 4.26 Question 3: Shopee provides a good choice of shopping services to consumers	66
Table 4.27 Question 4: I am satisfied with the quality of service provided by Shopee.....	67
Table 4.28 Question 5: The price of the product on Shopee are affordable	67
Table 4.29 Question 6: I am satisfied with the price given by Shopee.....	68
Table 4.30 Question 7: I am comfortable shopping at Shopee	68
Table 4.31 Question 8: I would recommend Shopee as an application/website for online shopping	69
Table 4.32 Interval Class.....	69
Table 4.33 Mean, Median, Mode for Social Media Marketing	70
Table 4.34 Mean, Median, Mode for Service Quality	70
Table 4.35 Mean, Median, Mode for Consumer Satisfaction	71
Table 4.36 Kolmogrove-Smirnov Test	73
Table 4.37 Multicollinearity Test	74
Table 4.38 Heteroscedasticity Test Result	74
Table 4.39 Multiple Linear Regression Analysis	76
Table 4.40 Coefficient of Determination Test Result	77
Table 4.41 t-test Result	78

Table 4.42 F-Test Result	79
--------------------------------	----



LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B PRE-TEST RESPONDENT DATA.....	B-1
APPENDIX C VALIDITY AND RELIABILITY TEST RESULT.....	C-1
APPENDIX D REAL TEST RESPONDENT DATA.....	D-1
APPENDIX E DESCRIPTIVE STATISTICS	E-1
APPENDIX F SPSS VERSION 25 DATA OUTPUT	F-1