

TABLE OF CONTENT

COVER	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
PREFACE	vii
TABLE OF CONTENT	ix
LIST OF FIGURES.....	xiv
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xviii
 CHAPTER I INTRODUCTION	
1.1 Background of the study	1
1.2 Problem Limitation	15
1.3 Problem Formulation	16
1.4 Objective of the Research	16
1.5 Benefit of the Research	17
1.5.1 Theoretical Benefit.....	17
1.5.2 Practical Benefit.....	18
 CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	
2.1 Theoretical Background	19

2.1.1	E-Service Quality	19
2.1.1.1	Website Design	21
2.1.1.2	Customer Service	23
2.1.1.3	Security/Privacy	24
2.1.1.4	Fulfillment.....	25
2.1.2	Customer Satisfaction	27
2.1.3	Customer Loyalty	29
2.2	Previous Research	32
2.3	Hypothesis Development	40
2.3.1	Influence of Website Design towards Customer Satisfaction.....	40
2.3.2	Influence of Customer Service towards Customer Satisfaction.....	41
2.3.3	Influence of Security/Privacy towards Customer Satisfaction.....	41
2.3.4	Influence of Fulfilment towards Customer Satisfaction	42
2.3.5	Influence of Customer Satisfaction towards Customer Loyalty	42
2.4	Research Model.....	43
2.5	Framework of Thinking	44

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design.....	45
3.2	Population and Sample.....	46
3.3	Data Collection Method	48

3.4	Operational Definition and Variable Measurement	52
3.5	Data Analysis Method.....	53
3.5.1	Reliability Test.....	66

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	General View of Tokopedia.....	68
4.1.1	Overview of Tokopedia	68
4.1.2	Tokopedia’s Vision and Mission	69
4.1.3	Tokopedia’s Logo and Tagline	70
4.2	Data Analysis	72
4.2.1	Descriptive Statistics.....	72
4.2.1.1	Characteristic of Respondents.....	72
4.2.1.2	Overview of Respondents by Age	73
4.2.1.3	Overview of Respondents by Gender	74
4.2.1.4	Respondent’s Response.....	74
4.2.2	Descriptive Variable Analysis.....	83
4.2.2.1	Respondents’ Response towards Website Design	83
4.2.2.2	Respondents’ Response towards Customer Service	86
4.2.2.3	Respondents’ Response towards Security/Privacy	87
4.2.2.4	Respondents’ Response towards Fulfillment.....	88
4.2.2.5	Respondents’ Response towards Customer Satisfaction.....	89
4.2.2.6	Respondents’ Response towards Customer Loyalty	91

4.2.3	Results of Data Quality Testing	92
4.2.3.1	Evaluation of Data Normality	94
4.2.3.2	Evaluation of Outliers	96
4.2.3.2.1	Univariate Outliers	96
4.2.3.2.2	Multivariate Outliers	97
4.2.3.3	Evaluation of Multicollinearity and Singularity	98
4.2.3.4	Confirmatory Factor Analysis	99
4.2.3.4.1	Confirmatory Analysis of Exogenous Variables	99
4.2.3.4.2	Confirmatory Analysis of Endogenous Variables	101
4.2.3.5	Analysis of Full Structural Equation Modeling	102
4.2.3.6	Reliability Test	105
4.2.4	Results of Hypothesis Testing	106
4.2.4.1	Hypothesis Testing 1 (H1)	107
4.2.4.2	Hypothesis Testing 2 (H2)	108
4.2.4.3	Hypothesis Testing 3 (H3)	109
4.2.4.4	Hypothesis Testing 4 (H4)	110
4.2.4.5	Hypothesis Testing 5 (H5)	110
4.3	Discussion	111

CHAPTER V CONCLUSION

5.1	Conclusion	131
5.1.1	Conclusion for Hypotheses	132

5.1.1.1	The Influence of Website Design on Customer Satisfaction	132
5.1.1.2	The Influence of Customer Service on Customer Satisfaction .	133
5.1.1.3	The Influence of Security/Privacy on Customer Satisfaction ...	134
5.1.1.4	The Influence of Fulfilment on Customer Satisfaction.....	136
5.1.1.5	The Influence of Customer Satisfaction on Customer Loyalty.	137
5.1.2	Conclusion for Research Problem.....	138
5.2	Implication	139
5.2.1	Theoretical Implication	139
5.2.2	Managerial Implication	140
5.3	Recommendation	145
REFERENCE	147
APPENDIX A	1
APPENDIX B	1
APPENDIX C	1
APPENDIX D	1
APPENDIX E	1

LIST OF FIGURES

Figure 1.1 Number of internet users in Indonesia from 2016 to 2020 with forecasts until 2026 (in millions).....	2
Figure 1.2 10 countries with the highest numbers of e-commerce users in the world (April 2021).....	4
Figure 1.3 Number of e-commerce users in Indonesia from 2017-2025	5
Figure 1.4 Leading e-commerce sites in Indonesia as of 1 st quarter of 2022, by monthly traffic (in million web visits)	8
Figure 1.5 Tokopedia Care’s logo.....	9
Figure 2.1 Research Model from Previous Research.....	35
Figure 2.2 Results of the Previous Research.....	36
Figure 2.3 Research Model	43
Figure 2.4 Framework of Thinking.....	44
Figure 3.1 Path Diagram of Theoretical Framework	59
Figure 4.1 Tokopedia’s logo	71
Figure 4.2 Diagram of Respondents by Age.....	74
Figure 4.3 Diagram of Respondents by Gender.....	75
Figure 4.4 Confirmatory Analysis of Exogenous Constructs	101
Figure 4.5 Confirmatory Analysis of Endogenous Constructs	102
Figure 4.6 Full Structural Model.....	104

LIST OF TABLES

Table 1.1 Complaints from Tokopedia’s users (in 2022)	12
Table 2.1 Previous Research	32
Table 3.1 Questionnaire Design	51
Table 3.2 5-Level Likert Scale.....	52
Table 3.3 Definition of Operational Variable	53
Table 3.4 Description of Constructor Indicator	58
Table 3.5 Relationship between Constructs	59
Table 3.6 The Conversion Results into the Equations of the Construct Measurement Model	60
Table 3.7 Feasibility index of a model (Goodness-of-Fit Index).....	67
Table 4.1 Respondents by Age	74
Table 4.2 Respondents by Gender	75
Table 4.3 Degree of Assessment for each variable	76
Table 4.4 Respondents’ Response towards Website Design (WD)	76
Table 4.5 Respondents’ Response towards Customer Service (C)	78
Table 4.6 Respondents’ Response towards Security/Privacy (SP)	79
Table 4.7 Respondents’ Response towards Fulfilment (F)	81
Table 4.8 Respondents’ Response towards Customer Satisfaction (CS)	82
Table 4.9 Respondents’ Response towards Customer Loyalty (CL)	83
Table 4.10 Respondents’ Distribution Answer towards Website Design (WD).....	84

Table 4.11 Respondents' Distribution Answer towards Customer Service (C).....	87
Table 4.12 Respondents' Distribution Answer towards Security/Privacy (SP).....	88
Table 4.13 Respondents' Distribution Answer towards Fulfilment (F).....	89
Table 4.14 Respondents' Distribution Answer towards Customer Satisfaction (CS)	91
Table 4.15 Respondents' Distribution Answer towards Customer Loyalty (CL).....	92
Table 4.16 Goodness-of-Fit Index	95
Table 4.17 Test Result of Data Normality	95
Table 4.18 Descriptive Statistics of Z-Score.....	97
Table 4.19 Mahalanobis Distance	99
Table 4.20 Test of Weight Factor and Factor Leading Value of Exogenous Variable	101
Table 4.21 Test of Weight Factor and Factor Leading Value of Endogenous Variable	103
Table 4.22 Model Suitability Testing Index	105
Table 4.23 Regression Weight of the Full Structural Equation Modeling.....	105
Table 4.24 Reliability Test.....	107
Table 4.25 Hypothesis Test Result	108
Table 4.26 Website Design (WD) Indicators	117
Table 4.27 Customer Service (C) Indicators.....	122
Table 4.28 Security/Privacy (SP) Indicators	124
Table 4.29 Fulfilment (F) Indicators.....	125
Table 4.30 Customer Satisfaction (CS) Indicators.....	127

Table 4.31 Customer Loyalty (CL) Indicators 129

Table 5.1 Hypothesis Test Result 133

Table 5.2 Theoretical Implication 142

Table 5.3 Managerial Implication 146



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: QUESTIONNAIRE DATA TABULATION	B-1
APPENDIX C: DESCRIPTIVE STATISTICAL TEST RESULTS	C-1
APPENDIX D: STRUCTURAL EQUATION MODEL TEST RESULT	D-1
APPENDIX E: TURNITIN TEST RESULTS.....	E-1

