

TABLE OF CONTENTS

page

COVER PAGE

TITLE PAGE

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 CONTENTS ix

LIST OF FIGURES xiv

LIST OF TABLES xv

LIST OF APPENDICES xvii

CHAPTER I INTRODUCTION

1.1 Background of the Study 1

1.2 Problem Limitation 10

1.3 Problem Formulation 11

1.4 Objective of The Research 12

1.5 Benefit of The Research 12

1.5.1 Theoretical Benefit 12

1.5.2 Practical Benefit 13

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS

DEVELOPMENT

2.1 Theoretical Background 14

2.1.1 Marketing 14

2.1.2 Perceived Trust 17

2.1.2.1 Definition of Perceived Trust 17

2.1.2.2	Benefits of Perceived Trust	18
2.1.2.3	Indicators of Perceived Trust	19
2.1.3	E-Service Quality	20
2.1.3.1	Definition of E-Service Quality.....	20
2.1.3.2	Indicators of E-Service Quality	21
2.1.4	Online Rating	22
2.1.4.1	Definition of Online Rating.....	22
2.1.4.2	Indicators of Online Rating	23
2.1.5	Online Review.....	24
2.1.5.1	Definition of Online Review	25
2.1.5.2	Indicators of Online Review.....	25
2.1.6	Purchasing Decision	26
2.1.6.1	Definition of Purchasing Decision.....	26
2.1.6.2	Stages of Purchasing Decision Making Process.....	27
2.1.6.3	Indicators of Purchasing Decision	30
2.1.7	The Influence of Perceived Trust, E-Service Quality, Online Rating, and Online Review on Customer Purchase Decision.....	31
2.1.7.1	The Influence of Perceived Trust on Customer Purchase Decision.....	31
2.1.7.1	The Influence of E-Service Quality on Customer Purchase Decision.....	31
2.1.7.1	The Influence of Online Rating on Customer Purchase Decision.....	32
2.1.7.1	The Influence of Online Review on Customer Purchase Decision.....	32
2.2	Previous Research.....	33
2.3	Hypothesis Development	34
2.4	Research Model	36
2.5	Framework of Thinking	37

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	38
3.2	Population and Sample	39
3.2.1	Research Time and Location	39
3.2.2	Population.....	40
3.2.3	Sample	40
3.3	Data Collection Method	42
3.3.1	Primary Data.....	42
3.3.2	Secondary Data	44
3.4	Operational Variable Definition and Variable Measurement	44
3.4.1	Operational Definition.....	44
3.4.2	Variable Measurement	48
3.5	Data Analysis Method.....	48
3.5.1	Test of Research Instrument	49
3.5.1.1	Validity Test	49
3.5.1.2	Reliability Test	51
3.5.2	Descriptive Statistics	52
3.5.2.1	Mean	52
3.5.2.2	Median	53
3.5.2.3	Mode	53
3.5.2.4	Variance	54
3.5.2.5	Standard Deviation	54
3.5.3	Classical Assumption Test	55
3.5.3.1	Normality Test.....	55
3.5.3.2	Multicollinearity Test.....	56
3.5.3.3	Heteroscedasticity Test	57
3.5.4	Multiple Linear Regression Analysis	57
3.5.5	Hypothesis Test.....	58
3.5.5.1	T-Test	59
3.5.5.2	F-Test	60
3.5.5.3	Coefficient of Determination.....	60

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object	62
4.1.1	Brief History of the Company	62
4.1.2	Vision and Mission	63
4.1.3	Organizational Structure of the Company	64
4.1.4	Job Description	64
4.2	Research Result	67
4.2.1	Test of Research Instrument	67
4.2.1.1	Validity Test	67
4.2.1.2	Reliability Test	72
4.2.2	Descriptive Statistics	74
4.2.2.1	Respondents Characteristics	74
4.2.2.2	Explanation of Respondents on Research Variable	75
4.2.2.2.1	Descriptive Analysis of Perceived Trust	76
4.2.2.2.2	Descriptive Analysis of E-Service Quality	79
4.2.2.2.3	Descriptive Analysis of Online Rating	84
4.2.2.2.4	Descriptive Analysis of Online Review	87
4.2.2.2.5	Descriptive Analysis of Customers' Purchase Decision	91
4.2.3	Result of Data Quality Testing.....	95
4.2.3.1	Classical Assumption Test	95
4.2.3.2	Multiple Linear Regression Analysis.....	100
4.2.4	Result of Hypothesis Testing	102
4.2.4.1	T-Test	102
4.2.4.2	F-Test	103
4.2.5	Coefficient of Determination	104
4.3	Discussion	105

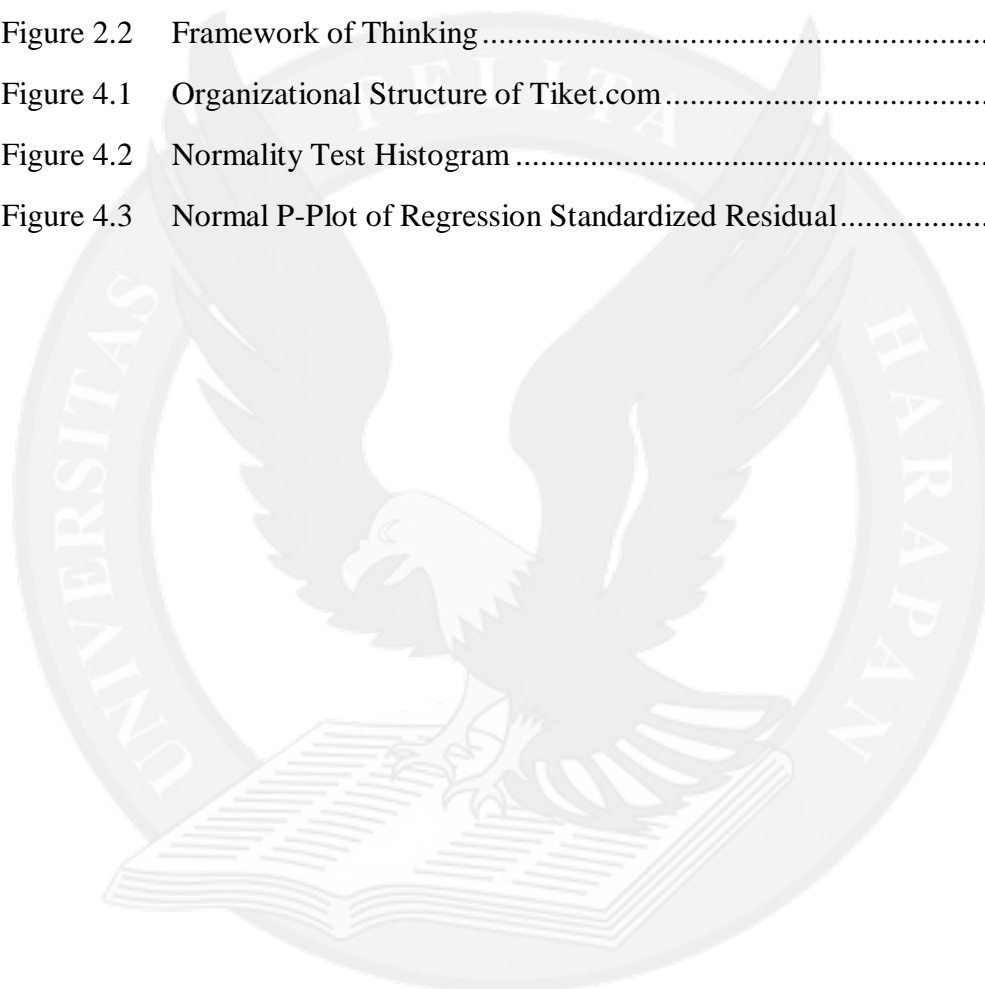
CHAPTER V CONCLUSION

5.1	Conclusion.....	113
5.1.1	Conclusion for Hypothesis.....	114

5.1.1.1 The Influence of Perceived Trust on Customers' Purchase Decision	114
5.1.1.2 The Influence of E-Service Quality on Customers' Purchase Decision	115
5.1.1.3 The Influence of Online Rating on Customers' Purchase Decision	115
5.1.1.4 The Influence of Online Review on Customers' Purchase Decision	116
5.1.1.4 The Influence of of Perceived Trust, E-Service Quality, Online Rating, and Online Review on Customers' Purchase Decision	116
5.1.2 Conclusion for Research Problem	117
5.2 Recommendation	118
5.2 For Managers	118
5.2 For Future Studies	121
REFERENCES	123

LIST OF FIGURES

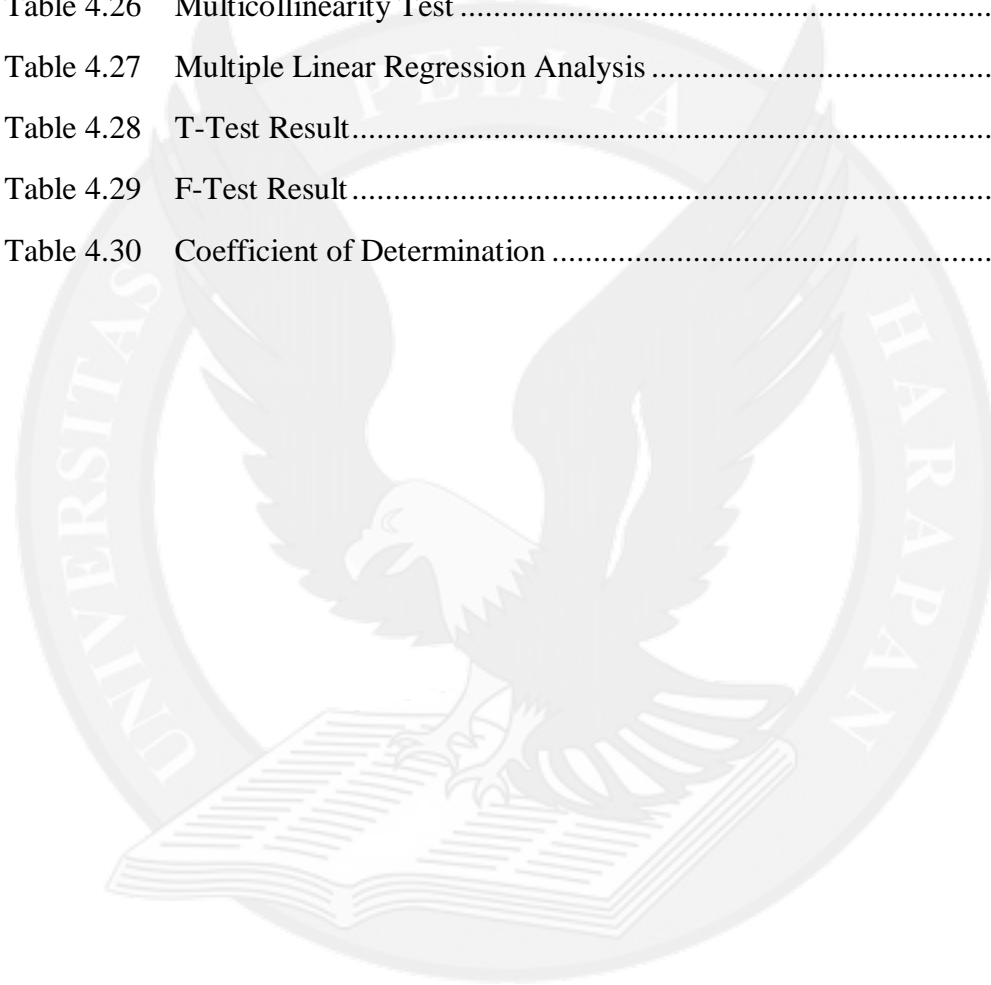
	page
Figure 1.1 Chart of GMV per Sector	2
Figure 1.2 Customers' Critique and Review on Tiket.com	6
Figure 2.1 Research Model.....	36
Figure 2.2 Framework of Thinking	37
Figure 4.1 Organizational Structure of Tiket.com	64
Figure 4.2 Normality Test Histogram	95
Figure 4.3 Normal P-Plot of Regression Standardized Residual.....	96



LIST OF TABLES

	page
Table 1.1	Tiket.com’s competitors comparison 4
Table 3.1	Operationalization of Research Variables 46
Table 3.2	Likert 1-5 Scale Answer and Score..... 48
Table 3.3	Validity Test Scale 50
Table 4.1	Validity Test for Perceived Trust (X1)..... 68
Table 4.2	Validity Test for E-Service Quality (X2) 68
Table 4.3	Validity Test for Online Rating (X3) 69
Table 4.4	Validity Test for Online Review (X4)..... 70
Table 4.5	Validity Test for Customers’ Purchase Decision (Y)..... 71
Table 4.6	Reliability Test for Perceived Trust (X1) 72
Table 4.7	Reliability Test for E-Service Quality (X2)..... 72
Table 4.8	Reliability Test for Online Rating (X3)..... 73
Table 4.9	Reliability Test for Online Review (X4) 73
Table 4.10	Reliability Test for Customers’ Purchase Decision (Y) 73
Table 4.11	Characteristics Based on Gender 74
Table 4.12	Characteristics Based on Age 75
Table 4.13	Class Devision for Mean 76
Table 4.14	Result for Each Question of Perceived Trust (X1) 76
Table 4.15	Descriptive Analysis for Each Question of Perceived Trust (X1) ... 78
Table 4.16	Result for Each Question of E-Service Quality (X2) 79
Table 4.17	Descriptive Analysis for Each Question of E-Service Quality (X2) 82
Table 4.18	Result for Each Question of Online Rating (X3)..... 84
Table 4.19	Descriptive Analysis for Each Question of Online Rating (X3)..... 85
Table 4.20	Result for Each Question of Online Review (X4) 87
Table 4.21	Descriptive Analysis for Each Question of Online Review (X4) 89

Table 4.22	Descriptive Analysis for Each Question of Customers' Purchase Decision	91
Table 4.23	Descriptive Analysis for Each Question of Customers' Purchase Decision	93
Table 4.24	One-Sample Kolmogorov-Smirnov Test.....	96
Table 4.25	Heteroscedasticity Test; Glejser Test	97
Table 4.26	Multicollinearity Test	98
Table 4.27	Multiple Linear Regression Analysis	100
Table 4.28	T-Test Result.....	102
Table 4.29	F-Test Result	103
Table 4.30	Coefficient of Determination	104



LIST OF APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE	A-1
APPENDIX B: DATA TABULATION (PERCEIVED TRUST X1).....	B-1
APPENDIX C: DATA TABULATION (E-SERVICE QUALITY X2)	C-1
APPENDIX D: DATA TABULATION (ONLINE RATING X3)	D-1
APPENDIX E: DATA TABULATION (ONLINE REVIEW X4)	E-1
APPENDIX F: DATA TABULATION (CUSTOMERS' PURCHASE DECISION Y)	F-1
APPENDIX G: SPSS DATA OUTPUT RESULT VALIDITY TEST	G-1
APPENDIX H: SPSS DATA OUTPUT RESULT RELIABILITY TEST	H-1
APPENDIX I: T _{table}	I-1

