

DAFTAR ISI

ABSTRAK	v
KATA PENGANTAR.....	vi
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Masalah Penelitian	10
1.3 Pertanyaan Penelitian	10
1.4 Tujuan Penelitian	11
1.5 Manfaat Penelitian	12
1.6 Ruang Lingkup Penelitian.....	13
1.7 Kontribusi Penelitian.....	14
1.8 Sistematika Penelitian	15
BAB 2 TINJAUAN PUSTAKA.....	17
2.1. <i>Interface Quality</i>	17
2.1.1 <i>Information Quality-General and Product-Related.....</i>	18
2.1.2 <i>Layout Quality.....</i>	19
2.1.3 <i>Visual Appeal Quality</i>	19
2.2 <i>Perceived Enjoyment.....</i>	20
2.3 <i>Perceived Trust</i>	20
2.4 <i>Purchase Intention</i>	21

2.5	Studi-studi Sebelumnya	22
2.6	Keterkaitan Antar Variabel	24
2.6.1	<i>Interface Quality and Perceived Enjoyment</i>	24
2.6.2	<i>Perceived Enjoyment and Purchase Intention</i>	25
2.6.3	<i>Interface Quality and Perceived Trust</i>	25
2.6.4	<i>Perceived Enjoyment and Perceived Trust</i>	26
2.6.5	<i>Perceived Trust and Purchase Intention</i>	27
2.6.6	<i>Interface Quality and Purchase Intention</i>	27
2.7	Model Koseptual	28
BAB 3 METODE PENELITIAN.....		29
3.1	Paradigma Penelitian.....	29
3.2.	Penelitian Kuantitatif	32
3.3.	Desain Penelitian.....	32
3.4.	Objek Penelitian	34
3.5.	Unit Analisis	34
3.6.	Pengukuran Variabel.....	35
3.7.	Definisi Konseptual dan Operasional.....	36
3.8.	Pengukuran Skala.....	40
3.9	Teknik Pengumpulan Data.....	42
3.10	Etika dalam Pengumpulan Data	42

3.11	Desain Sampel.....	43
3.12	Ukuran Sampel.....	43
3.13	Metode dalam Analisis Data	44
3.14	Statistik Deskriptif	44
3.15	Statistik Inferensial	45
3.16	<i>Goodness of the Data</i>	46
3.17	Validitas	46
3.18	Reliabilitas	46
3.19	<i>Structural Equation Modelling (SEM)</i>	47
3.20	<i>Partial Least Squares (PLS)</i>	48
	BAB 4 HASIL DAN PENELITIAN	51
4.1	Profil Responden.....	51
4.2	Uji Aktual.....	56
4.3	<i>Descriptive Statistic</i>	56
4.4	<i>Inferential Statistics</i>	59
4.5	<i>Validity Actual Test</i>	59
4.6	<i>Convergent Validity</i>	60
4.7	<i>Discriminant Validity</i>	64
4.8	<i>Common Method Bias</i>	65

4.9	<i>Reliability Result</i>	66
4.10	R^2 , Q^2 , dan F^2	68
4.11	<i>Outer Model</i>	71
4.12	<i>Goodness of Fit</i>	71
4.13	<i>Hypothesis Testing</i>	72
4.14	<i>Path Coefficient</i>	78
4.15	Pembahasan.....	79
BAB 5 KESIMPULAN DAN SARAN		83
5.1	Kesimpulan	83
5.2	Implikasi Teoritis	86
5.3	Implikasi Manajerial	88
5.4	Batasan Penelitian	89
5.5	Rekomendasi Untuk Penelitian Selanjutnya	90
DAFTAR PUSTAKA		91