

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER	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.....	11
1.3 Problem Formulation.....	11
1.4 Objective of The Research.....	12
1.5 Benefit of The Research	14
1.5.1 Theoretical Benefit	14
1.5.2 Practical Benefit.....	14
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	16
2.1.1 E-Customer Satisfaction	16
2.1.2 E-Customer Loyalty	17
2.1.3 Reliability	19

2.1.4	Privacy & Security	20
2.1.5	App Design.....	21
2.1.6	Customer Service	23
2.2	Previous Research	24
2.3	Hypothesis Development	31
2.3.1	Influence of Reliability Towards E- Customer Satisfaction	31
2.3.2	Influence of Privacy & Security Towards E- Customer Satisfaction	32
2.3.3	Influence of App Design Towards E- Customer Satisfaction	32
2.3.4	Influence of Customer Service Towards E- Customer Satisfaction	33
2.3.5	Influence of Reliability Towards E- Customer Loyalty.....	34
2.3.6	Influence of Privacy & Security Towards E- Customer Loyalty ...	34
2.3.7	Influence of App Design Towards E- Customer Loyalty	35
2.3.8	Influence of Customer Service Towards E- Customer Loyalty	36
2.3.9	Influence of E- Customer Satisfaction Towards E- Customer Loyalty	36
2.4	Research Model.....	38
2.3	Framework of Thinking	39

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	41
3.2	Population and Sample	42
3.3	Data Collection Method.....	44
3.4	Operational Variable Definition and Variable Measurement	47
3.5	Data Analysis Method	49
3.5.1	Reliability Test.....	62

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View Of “Research Object”	64
4.2	Research Result	65
4.2.1	Descriptive Statistic	65
4.2.1.1	Characteristic of Respondents.....	65

4.2.1.2	Overview of Respondents by Age.....	65
4.2.1.3	Characteristic of Respondents by Gender	66
4.2.1.4	Respondent's Response	67
4.2.2	Descriptive Variable Analysis	75
4.2.2.1	Respondent's Response towards Reliability (R)	75
4.2.2.2	Respondent's Response towards Privacy & Security (PS)....	77
4.2.2.3	Respondent's Response towards App Design (AD).....	78
4.2.2.4	Respondent's Response towards Customer Service (CS)	80
4.2.2.5	Respondent's Response towards E-Satisfaction (ES)	82
4.2.2.6	Respondent's Response towards E-Loyalty (EL).....	84
4.2.3	Result of Data Quality Testing	85
4.2.3.1	Evaluation of Data Normality	87
4.2.3.2	Evaluation of Outliers	88
4.2.3.2.1	Univariate Outliers	89
4.2.3.2.2	Multivariate Outliers	90
4.2.3.3	Evaluation of Multicollinearity and Singularity.....	91
4.2.3.4	Confirmatory Factor Analysis.....	91
4.2.3.4.1	Confirmatory Analysis of Exogenous Variables.....	92
4.2.3.4.2	Confirmatory Analysis of Endogenous Variables.....	93
4.2.3.5	Reliability Test	97
4.2.4	Result of Hypothesis Testing	98
4.2.4.1	Hypothesis Testing 1 (H1)	99
4.2.4.2	Hypothesis Testing 2 (H2)	100
4.2.4.3	Hypothesis Testing 3 (H3)	101
4.2.4.4	Hypothesis Testing 4 (H4)	102
4.2.4.5	Hypothesis Testing 5 (H5)	103
4.2.4.6	Hypothesis Testing 6 (H6)	104
4.2.4.7	Hypothesis Testing 7 (H7)	104
4.2.4.8	Hypothesis Testing 8 (H8)	105
4.2.4.9	Hypothesis Testing 9 (H9)	106
4.3	Discussion.....	107

5.1	Conclusion	128
5.1.1	Conclusion for Hypotheses.....	128
5.1.1.1	The Influence of Reliability on E-Customer Satisfaction ...	128
5.1.1.2	The Influence of Privacy & Security on E-Customer Satisfaction	129
5.1.1.3	The Influence of App Design on E-Customer Satisfaction..	
		130
5.1.1.4	The Influence of Customer Service on E-Customer Satisfaction.....	131
5.1.1.5	The Influence of Reliability on E-Customer Loyalty.....	133
5.1.1.6	The Influence of Privacy & Security on E-Customer Loyalty	134
5.1.1.7	The Influence of App Design on E-Customer Loyalty	135
5.1.1.8	The Influence of Customer Service on E-Customer Loyalty	136
5.1.1.9	The Influence of E-Customer Satisfaction on E-Customer Loyalty	
	137	
5.1.2	Conclusion for Research Problem	139
5.2	Implication.....	140
5.2.1	Theoretical Implication.....	140
5.2.2	Managerial Implication Implication	141
5.3	Recommendation	143
REFERENCES		145
APPENDIX A		A-1
APPENDIX B		B-1

APPENDIX C	C-1
APPENDIX D	D-1
APPENDIX E	E-1



LIST OF FIGURES

Figure 1.1	Number of Capital Market Investors in Indonesia	1
Figure 1.2	Feature of Profits Anywhere Application.....	5
Figure 1.3	Users Review on Playstore.....	9
Figure 2.1	Research Model	38
Figure 2.2	Framework of Thinking.....	39
Figure 3.1	Path Diagram of Theoretical Framework	53
Figure 4.1	Diagram of Respondents by Age	66
Figure 4.2	Diagram of Respondents by Gender	67
Figure 4.3	Confirmatory Analysis of Exogenous Variable.....	92
Figure 4.4	Confirmatory Analysis of Endogenous Variable	94
Figure 4.5	Full Structural Model.....	95

LIST OF TABLES

Table 1.1	List of Mobile Apps for Investment.....	4
Table 2.1	Comparison of Previous Research.....	24
Table 3.1	Questionnaire Core Design	46
Table 3.2	Operational Definition	48
Table 3.3	Description of Constructor Indicator	52
Table 3.4	Relationship of Construct	54
Table 3.5	Measurement Model	55
Table 3.6	Model's Feasibility Index	61
Table 4.1	Respondents by Age	65
Table 4.2	Respondents by Gender	66
Table 4.3	Degree of Assessment of Each Variable.....	68
Table 4.4	Respondent's Response toward Reliability (R)	68
Table 4.5	Respondent's Response toward Privacy & Security (PS).....	69
Table 4.6	Respondent's Response toward App Design (AD).....	70
Table 4.7	Respondent's Response toward Customer Service (CS)	72
Table 4.8	Respondent's Response toward E-Satisfaction (ES)	73
Table 4.9	Respondent's Response toward E-Loyalty (EL).....	74
Table 4.10	Respondent's distribution answer toward Reliability (R).....	76
Table 4.11	Respondent's distribution answer toward Privacy & Security (PS).77	77
Table 4.12	Respondent's distribution answer toward App Design (AD)	79
Table 4.13	Respondent's distribution answer toward Customer Service (CS)...80	80
Table 4.14	Respondent's distribution answer toward E-Satisfaction (ES).....82	82
Table 4.15	Respondent's distribution answer toward E-Loyalty (EL)	84
Table 4.16	Goodness of Fit Index.....	87
Table 4.17	Test Result of Data Normality	87

Table 4.18 Descriptive Statistics of Z-Score	89
Table 4.19 Mahalanobis Distance.....	90
Table 4.20 Test of Weight Factor and Factor Loading Value of Exogenous Variables	92
Table 4.21 Test of Weight Factor and Factor Loading Value of Endogenous Variables	94
Table 4.22 Feasibility Testing Index.....	96
Table 4.23 Regression Weights Full Structural Equation Model	96
Table 4.24 Reliability Test.....	97
Table 4.25 Hypothesis Test Result	99
Table 4.26 Reliability (R) Indicators	114
Table 4.27 Privacy & Security (PS) Indicators.....	116
Table 4.28 App Design (AD) Indicators.....	118
Table 4.29 Customer Service (CS) Indicators	120
Table 4.30 E-Satisfaction (ES) Indicators.....	122
Table 4.31 E-Loyalty (EL) Indicators.....	124
Table 5.1 Theoretical Implication.....	140

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 RESULTS.....	D-1
APPENDIX E: TURNITIN REPORT	E-1

