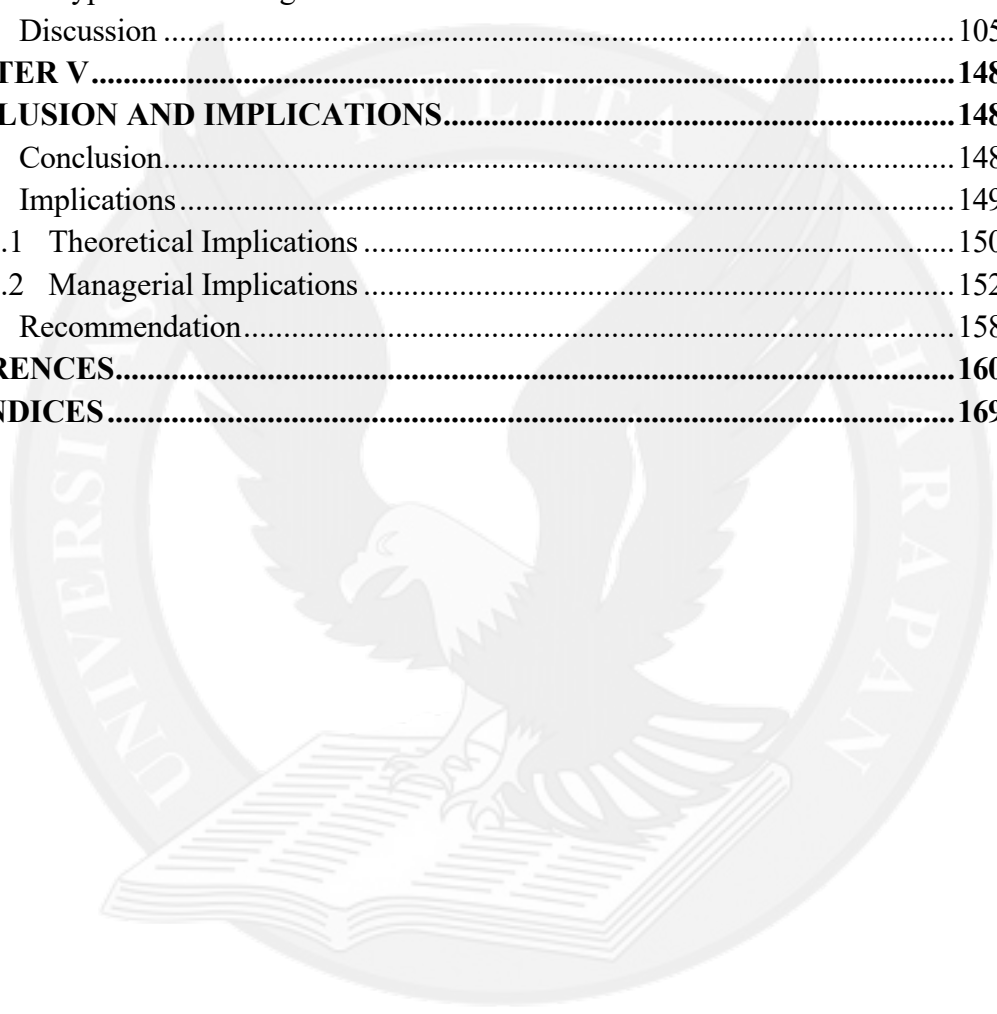


## TABLE OF CONTENTS

<b>COVER.....</b>	<b>ii</b>
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>v</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>vi</b>
<b>ABSTRACT.....</b>	<b>vii</b>
<b>ABSTRAK.....</b>	<b>viii</b>
<b>PREFACE .....</b>	<b>ix</b>
<b>TABLE OF CONTENTS .....</b>	<b>xii</b>
<b>LIST OF FIGURES.....</b>	<b>xv</b>
<b>LIST OF TABLES.....</b>	<b>xvi</b>
<b>LIST OF APPENDICES .....</b>	<b>xvii</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Background of Study.....	1
1.2 Problem Limitation .....	14
1.3 Problem Formulation.....	14
1.4 Objective of the Research.....	15
1.5 Benefit of the Research .....	16
1.5.1 Theoretical Benefit .....	16
1.5.2 Practical Benefit .....	17
1.6 Writing Systematics .....	18
<b>CHAPTER II.....</b>	<b>19</b>
<b>LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</b>	<b>19</b>
2.1 Literature Review.....	19
2.1.1 Customer Loyalty .....	19
2.1.2 Customer Satisfaction.....	21
2.1.3 Customer Trust .....	23
2.1.4 Apps Design .....	25
2.1.5 Fulfillment .....	29
2.1.6 Customer Service.....	31
2.1.7 Privacy/Security.....	33
2.2 Previous Research .....	34
2.3 Hypothesis Development .....	39
2.3.1 Influence of Apps Design on Customer Satisfaction.....	39

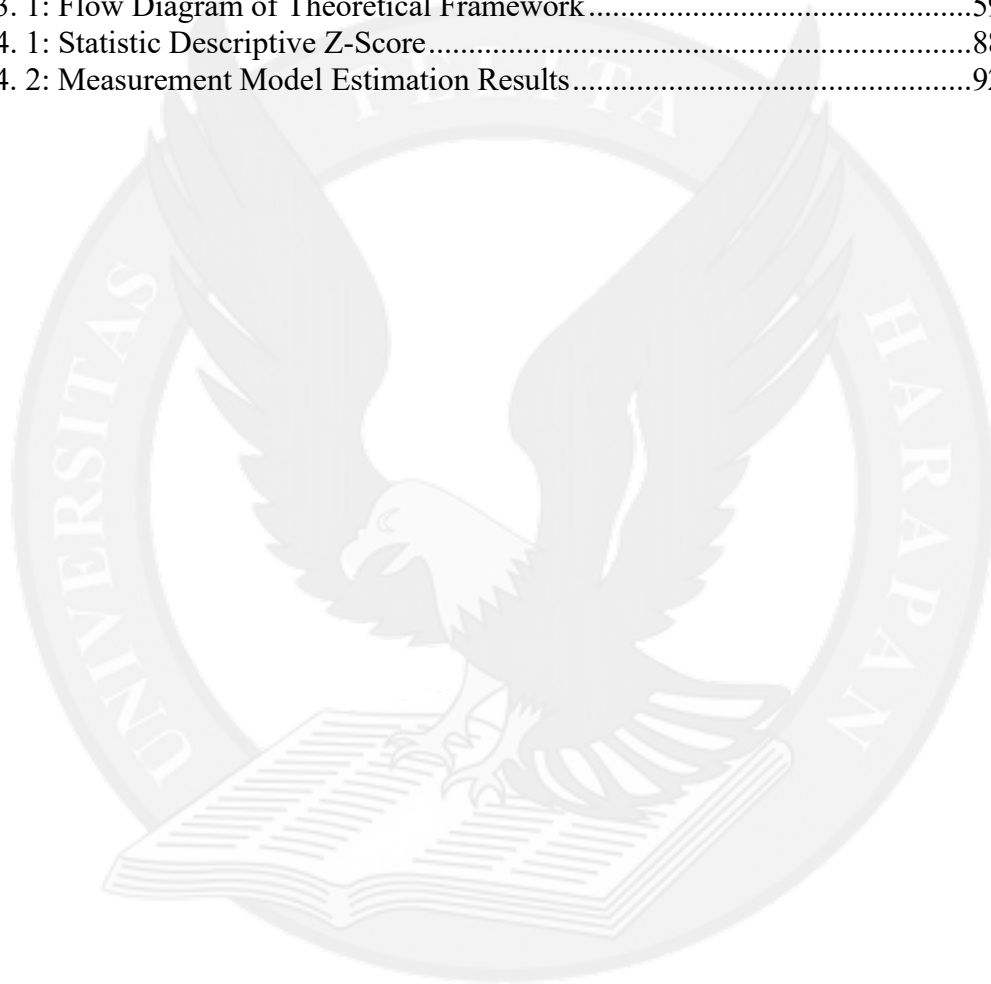
2.3.2	Influence of Fulfillment on Customer Satisfaction.....	40
2.3.3	Influence of Customer Service on Customer Satisfaction .....	41
2.3.4	Influence of Privacy/Security on Customer Satisfaction .....	41
2.3.5	Influence of Apps Design on Customer Trust .....	43
2.3.6	Influence of Fulfillment on Customer Trust .....	43
2.3.7	Influence of Customer service on Customer Trust .....	44
2.3.8	Influence of Privacy/Security on Customer Trust .....	45
2.3.9	Influence of Customer Satisfaction towards Customer Loyalty .....	46
2.3.10	Influence of Customer Trust on Customer Loyalty .....	46
2.4	Research Model.....	47
2.5	Framework of Thinking .....	48
<b>CHAPTER III .....</b>		<b>49</b>
<b>RESEARCH METHODOLOGY .....</b>		<b>49</b>
3.1	Research Design.....	49
3.2	Population and Samples .....	50
3.2.1	Population.....	50
3.2.2	Samples .....	50
3.3	Data Collection Methods.....	51
3.3.1	Primary Data.....	52
3.3.2	Secondary Data.....	52
3.4	Operational Variable Definition and Variable Measurement.....	53
3.4.1	Questionary Making Techniques .....	53
3.4.2	Measurement Scale.....	55
3.5	Data Analysis Method.....	55
<b>CHAPTER IV .....</b>		<b>66</b>
<b>RESEARCH RESULT AND DISCUSSION .....</b>		<b>66</b>
4.1	General View of Gojek.....	66
4.1.1	Gojek Company Profile.....	66
4.1.1.1	Gojek’s founder profile.....	67
4.1.1.2	Gojek’s Brand .....	67
4.1.1.3	Gojek’s Product .....	68
4.1.2	Vision and Mission of the company .....	69
4.1.3	Gojek Milestones .....	69
4.1.3.1	How Gojek Established.....	70
4.1.3.2	Gojek App and Unicorn.....	70
4.1.3.3	Gojek’s Expansion and Decacorn.....	71
4.1.3.4	Gojek Merger and current Gojek .....	72

4.2	Research Result.....	73
4.2.1	Respondent Characteristic statistics .....	73
4.2.2	Descriptive Variable Analysis .....	75
4.2.3	Result of Data Quality Testing.....	85
4.2.3.4	Confirmatory Factor Analysis.....	91
4.2.3.5	Measurement Model Analysis .....	92
4.2.3.6	Structural Model Analysis .....	95
4.2.4	Hypothesis Testing Results .....	99
4.3	Discussion .....	105
<b>CHAPTER V.....</b>		<b>148</b>
<b>CONCLUSION AND IMPLICATIONS.....</b>		<b>148</b>
5.1	Conclusion.....	148
5.2	Implications.....	149
5.2.1	Theoretical Implications .....	150
5.2.2	Managerial Implications .....	152
5.3	Recommendation.....	158
<b>REFERENCES.....</b>		<b>160</b>
<b>APPENDICES.....</b>		<b>169</b>



## LIST OF FIGURES

Figure 1. 1: Goto, Gojek and Tokopedia (2023).....	3
Figure 1. 2: Playstore (2023) .....	6
Figure 1. 3: Playstore (2023) .....	7
Figure 1. 4: Measurable.ai (2023).....	9
Figure 1. 5: Badan Pusat Stastik (2022).....	10
Figure 2. 1: Research Model.....	47
Figure 2. 2: Framework of Thinking.....	48
Figure 3. 1: Flow Diagram of Theoretical Framework.....	59
Figure 4. 1: Statistic Descriptive Z-Score.....	88
Figure 4. 2: Measurement Model Estimation Results.....	92



## LIST OF TABLES

Table 1. 1 Decarorn Company list .....	2
Table 1. 2 Competitors.....	5
Table 2. 1 Previous Research.....	35
Table 3. 1 Operational definition and indicator .....	53
Table 3. 2 Likert Scale .....	55
Table 3. 3 Description of Constructor Indicator .....	57
Table 3. 4 Relationship of Construct .....	60
Table 3. 5 The Conversion Results into the Equations of the Construct Measurement Model.....	61
Table 3. 6 Goodness of Fit Index.....	64
Table 4. 1 The Respondents Identity Based on Gender.....	73
Table 4. 2 The Respondents Identity Based on Age.....	74
Table 4. 3 Likert Scale Measurement .....	75
Table 4. 4 Descriptive Statistics for App Design ( $X_1$ ).....	76
Table 4. 5 Descriptive Statistics for Fulfilment ( $X_2$ ) .....	78
Table 4. 6 Descriptive Statistics for Customer Service ( $X_3$ ).....	79
Table 4. 7 Descriptive Statistics for Privacy and Security ( $X_4$ ).....	81
Table 4. 8 Descriptive Statistics for Customer Satisfaction ( $Z_1$ ) .....	82
Table 4. 9 Descriptive Statistics for Customer Trust ( $Z_2$ ).....	83
Table 4. 10 Descriptive Statistics for Customer Loyalty (Y).....	84
Table 4. 11 Normality Data Testing .....	86
Table 4. 12 Multivariate Normality Test .....	87
Table 4. 13 Multivariate Outlier Testing .....	89
Table 4. 14 Singularity and Collinearity result.....	91
Table 4. 15 Construct Validity Test Results .....	93
Table 4. 16 Construct Reliability Test Results .....	94
Table 4. 17 SEM (Goodness of Fit) Model Fit Index .....	96
Table 4. 18 Regression Weight Full Structural Equation Model.....	96
Table 4. 19 Construct Reliability and AVE Test .....	97
Table 4. 20 Significance influence between variables .....	99
Table 4. 21 Path Coefficient Test Results.....	106
Table 4. 22 Apps Design Indicators.....	110
Table 4. 23 Fulfilment Indicators.....	119
Table 4. 24 Customer Service Indicators.....	126
Table 4. 25 Privacy and Security indicators.....	132
Table 4. 26 Customer Loyalty Indicators.....	136
Table 4. 27 Customer Trust Indicator .....	141
Table 4. 28 Customer Satisfaction Indicator.....	144
Table 5. 1 Theoretical Implications .....	150
Table 5. 2 Manager Implications .....	156

## LIST OF APPENDICES

Appendix A: Questionnaire .....	169
Appendix B: Customer Reviews.....	174
Appendix C: Questionnaire Results .....	175
Appendix D: Descriptive Statistics.....	180
Appendix E: Normality Test.....	182
Appendix F: Outlier Univariate Test With Z-Score.....	183
Appendix G: Outlier Multivariate Test With Mahalanobis Distance .....	184
Appendix H: Multicollinearity And Singularity Test .....	187
Appendix I: Measurement Model Estimation Result.....	189
Appendix J: Construct Reliability And Ave Measurement .....	193
Appendix K: Structural Equation Model Estimation Results .....	194
Appendix L: Turnitin.....	201

