

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHENTICITY OF FINAL PAPER 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	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	16
1.3 Problem Formulation.....	17
1.4 Objective of the Research.....	17
1.5 Benefit of the Research	18
1.5.1 Theoretical Benefit.....	18
1.5.2 Practical Benefit	19
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	20
2.1 Theoretical Background	20
2.1.1 Customer Satisfaction	20
2.1.2 Repurchase Intention.....	22
2.1.3 Application Design.....	23

2.1.4	Customer Service	25
2.1.5	Reliability	27
2.1.6	Fulfillment.....	29
2.2	Previous Research	31
2.3	Hypothesis Development	36
2.3.1	Influence of Application Design Towards Customer Satisfaction...	36
2.3.2	Influence of Customer Service Towards Customer Satisfaction	37
2.3.3	Influence of Reliability Towards Customer Satisfaction	38
2.3.4	Influence of Fulfillment Towards Customer Satisfaction.....	39
2.3.5	Influence of Customer Satisfaction Towards Repurchase Intention	40
2.4	Research Model	41
2.5	Framework of Thinking.....	42
CHAPTER III RESEARCH METHODOLOGY		44
3.1	Research Design	44
3.2	Population and Samples	45
3.2.1	Population	45
3.2.2	Sample.....	46
3.3	Data Collection Method	48
3.4	Operational Definition and Variable Measurement	51
3.5	Data Analysis Method	52
3.5.1	Test of Research Instrument.....	53
3.5.2	Descriptive Statistics.....	54
3.5.3	Classical Assumption Test	57
3.5.4	Inferential Statistics.....	60
3.5.5	Hypothesis Test.....	63
CHAPTER IV RESEARCH RESULT AND DISCUSSION		66
4.1	General View of Tokopedia	66
4.2	Full Sampling Research Results	67
4.2.1	Descriptive Statistics.....	67

4.2.1.1	Characteristics of Respondents	67
4.2.1.2	Overview of Respondents	68
4.2.1.2.1	Overview of Tokopedia Medan's customer as respondents by age	68
4.2.1.2.2	Overview of Tokopedia Medan's customer as respondents by gender	69
4.2.1.3	Respondents' Responses	70
4.2.2	Analysis Descriptive Variable.....	79
4.2.2.1	Respondent Description on Tokopedia	79
4.2.2.1.1	Respondent Description on Tokopedia Application Design...	79
4.2.2.1.2	Respondent Description on Tokopedia Customer Service	81
4.2.2.1.3	Respondent Description on Tokopedia Reliability	82
4.2.2.1.4	Respondent Description on Tokopedia Fulfillment	84
4.2.2.1.5	Respondent Description on Tokopedia Customer Satisfaction	85
4.2.2.1.6	Respondent Description on Tokopedia Repurchase Intention	87
4.2.3	Full Sampling Instrument Testing.....	88
4.2.3.1	Full Sampling Validity Test	89
4.2.3.2	Full Sampling Reliability Test	91
4.2.4	Classic Assumption Test.....	92
4.2.4.1	Normality Test.....	92
4.2.4.2	Linearity Test	94
4.2.4.3	Multicollinearity Test	94
4.2.4.4	Heteroscedasticity Test.....	95
4.2.5	Inferential Regression	97
4.2.5.1	Linear Regression.....	97
4.2.5.2	Multiple Linear Regression	98
4.2.5.3	Correlation Coefficient (R)	100
4.2.5.4	Determination (R^2)	101
4.2.6	Hypothesis Testing.....	102
4.2.6.1	F-Test.....	102

4.2.6.2 T-Test	104
4.3 Discussion	106
CHAPTER V CONCLUSION	128
5.1 Conclusion.....	128
5.1.1 Conclusion for Hypothesis.....	129
5.1.1.1 The Influence of Application Design on Customer Satisfaction	129
5.1.1.2 The Influence of Customer Service on Customer Satisfaction ..	130
5.1.1.3 The Influence of Reliability on Customer Satisfaction	130
5.1.1.4 The Influence of Fulfillment on Customer Satisfaction	131
5.1.1.5 The Influence of Customer Satisfaction on Repurchase Intention	
132	
5.1.2 Conclusion for Research Problem.....	132
5.2 Recommendation.....	134
5.2.1 Theoretical Implication	134
5.2.2 Managerial Implication	134
5.2.3 Recommendations for Future Research	143
REFERENCES.....	145
APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B FULL SAMPLING DATA TABULATION	B-1
APPENDIX C DATA CALCULATION RESULT USING SPSS 25.0	C-1
APPENDIX D RESEARCH MODEL TESTING	D-1
APPENDIX E HYPOTHESIS ANALYSIS	E-1
APPENDIX F TURNITIN REPORT	F-1

LIST OF FIGURES

Figure 1. 1 Growth in the Number of E-Commerce Users in Indonesia.....	3
Figure 1. 2 Tokopedia, Gojek, and GoTo Logo.....	5
Figure 1. 3 Most Popular and Best-Selling E-Commerce in Indonesia	6
Figure 1. 4 Tokopedia Application Ratings in App	8
Figure 1. 5 Main View of Tokopedia Application Design.....	9
Figure 1. 6 Tokopedia Customer Service in App.....	11
Figure 1. 7 Live Chat Feature in Tokopedia	11
Figure 1. 8 Online Review of Tokopedia Customer Service	12
Figure 1. 9 Tokopedia Fulfillment	13
Figure 1. 10 Online Review of Tokopedia Reliability & Fulfillment.....	14
Figure 2. 1 Research Model from Previous Research.....	33
Figure 2. 2 Result from Previous Research.....	34
Figure 2. 3 Research Model	41
Figure 2. 4 Framework of Thinking.....	43
Figure 4. 1 Diagram of Respondents by Age.....	69
Figure 4. 2 Diagram of Respondents by Gender.....	70
Figure 4. 3 P-Plot of Normality Test Customer Satisfaction	93
Figure 4. 4 P-Plot of Normality Test Repurchase Intention	93
Figure 4. 5 Scatterplot Heteroscedasticity Test Customer Satisfaction	96
Figure 4. 6 Scatterplot Heteroscedasticity Test Repurchase Intention	96
Figure 4. 7 Research Model Result.....	106

LIST OF TABLES

Table 2. 1 Comparison of Previous Research	31
Table 3. 1 Likert Scale	50
Table 3. 2 Questionnaire Design	50
Table 3. 3 Operational Definition and Variable Measurement	51
Table 4. 1 Respondents by Age	68
Table 4. 2 Respondents by Gender	70
Table 4. 3 Likert Scale	71
Table 4. 4 Value Degree of Variable	71
Table 4. 5 Responses of Respondents towards Application Design	72
Table 4. 6 Responses of Respondents towards Customer Service	73
Table 4. 7 Responses of Respondents towards Reliability	74
Table 4. 8 Responses of Respondents towards Fulfillment	76
Table 4. 9 Responses of Respondents towards Customer Satisfaction	77
Table 4. 10 Responses of Respondents towards Repurchase Intention	78
Table 4. 11 Responses of Respondents towards Application Design	80
Table 4. 12 Responses of Respondents towards Customer Service	81
Table 4. 13 Responses of Respondents towards Reliability	83
Table 4. 14 Responses of Respondents towards Fulfillment	84
Table 4. 15 Responses of Respondents towards Customer Satisfaction	86
Table 4. 16 Responses of Respondents towards Repurchase Intention	87
Table 4. 17 Respondents' Responses towards Application Design (Tokopedia) ...	89
Table 4. 18 Respondents' Responses towards Customer Service (Tokopedia).....	89
Table 4. 19 Respondents' Responses towards Reliability (Tokopedia)	89
Table 4. 20 Respondents' Responses towards Fulfillment (Tokopedia)	89
Table 4. 21 Respondents' Responses towards Customer Satisfaction (Tokopedia)	
.....	89
Table 4. 22 Respondents' Responses towards Repurchase Intention (Tokopedia)	90
Table 4. 23 Reliability Test Result (Tokopedia)	91
Table 4. 24 One – Sample Kolmogorov Smirnov for Tokopedia	92

Table 4. 25 Linearity Test Result.....	94
Table 4. 26 Multicollinearity Test Result	94
Table 4. 27 Spearman Test Correlation	97
Table 4. 28 Spearman Test Correlation	97
Table 4. 29 Multiple Linear Regression Testing Model	98
Table 4. 30 Coefficient of Determination Output 1 (R^2)	101
Table 4. 31 Coefficient of Determination Output 2 (R2).....	101
Table 4. 32 F-Test Output	103
Table 4. 33 T-Test Output.....	104
Table 4. 34 The Validity and Mean Rating of Customer Satisfaction Indicator for Tokopedia.....	113
Table 4. 35 The Validity and Mean Rating of Reliability Indicator for Tokopedia	116
Table 4. 36 The Validity and Mean Rating of Application Design Indicator for Tokopedia.....	118
Table 4. 37 The Validity and Mean Rating of Customer Service Indicator for Tokopedia.....	121
Table 4. 38 The Validity and Mean Rating of Fulfillment Indicator for Tokopedia	123
Table 4. 39 The Validity and Mean Rating of Repurchase Intention Indicator for Tokopedia.....	125
Table 5. 1 Theoretical Implication	134
Table 5. 2 Managerial Implication	141

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE.....	A-1
APPENDIX B FULL SAMPLING DATA TABULATION	B-1
APPENDIX C DATA CALCULATION RESULT USING SPSS 25.0	C-1
APPENDIX D RESEARCH MODEL TESTING	D-1
APPENDIX E HYPOTHESIS ANALYSIS	E-1
APPENDIX F TURNITIN REPORT	F-1

