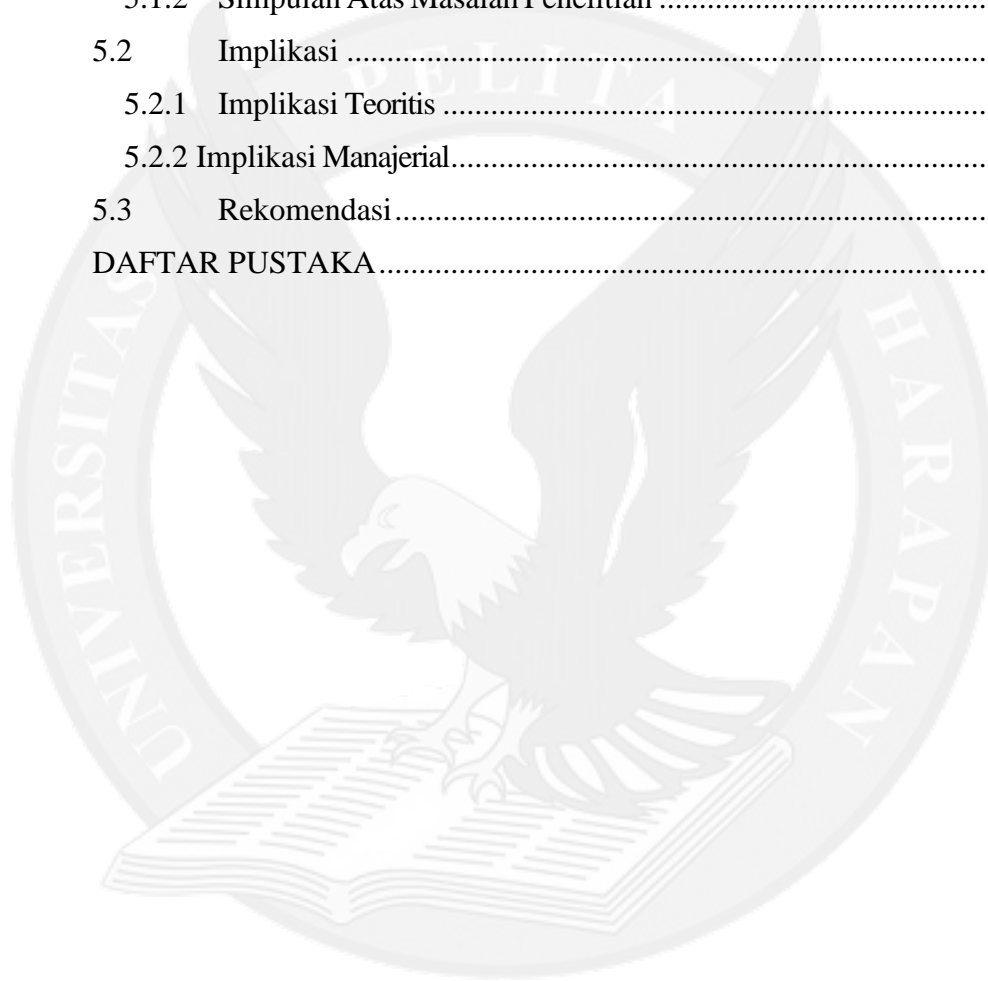


DAFTAR ISI

PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR.....	i
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....	ii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iii
KATA PENGANTAR.....	iv
ABSTRAK.....	viii
ABSTRACT	ix
DAFTAR ISI	x
DAFTAR GAMBAR.....	xiii
DAFTAR TABEL	xiv
BAB I.....	1
PENDAHULUAN	1
1.1 Latar Belakang Masalah.....	1
1.2 Batasan Masalah	22
1.3 Rumusan Masalah	23
1.4 Tujuan Penelitian	24
1.5 Manfaat Teoritis.....	25
1.6 Sistematika Penulisan	25
BAB II	27
TINJAUAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS	27
2.1 Landasan Teori.....	27
2.1.1 System Quality	27
2.1.2 Information Quality	29
2.1.3 E-Service Quality	30
2.1.4 Perceived value of the consumer/seller relationship.....	32
2.1.5 Online Loyalty	34
2.2 Penelitian Terdahulu	35
2.3 Pengembangan Hipotesis	37
2.3.1 Pengaruh System Quality terhadap Perceived Value	37
2.3.2 Pengaruh Information Quality terhadap Perceived Value of Seller/Consumer Relationship	38
2.3.3 Pengaruh E-Service Quality terhadap Perceived Value of	

Seller/Costumer Relationship	39
2.3.4 Pengaruh Perceived Value terhadap Online Loyalty	40
2.3.5 Pengaruh System Quality terhadap Perveived Value Seller/Cust Relationship di antara Online Shopping Experience	41
2.3.6 Pengaruh Information Quality terhadap Perceived Value of Seller/Costumer Relationship di antara Online Shopping Experience.....	42
2.3.7 Pengaruh E-Service Quality terhadap Perceived Value of Seller/Costumer Relationship di antara Online Shopping Experience.....	44
2.4 Model Penelitian	45
2.5 Bagan Alur Berpikir.....	45
BAB III	47
METODE PENELITIAN	47
3.1 Jenis Penelitian dan Jenis Data	47
3.1.1 Jenis Penelitian.....	47
3.1.2 Jenis Data	48
3.2 Populasi dan Sampel	48
3.2.1 Populasi.....	48
3.2.2 Sampel.....	49
3.3 Metode Pengumpulan Data.....	50
BAB IV.....	55
ANALISIS DATA DAN PEMBAHASAN.....	55
4.1 Gambaran Umum.....	55
4.1.1 Lazada.....	55
4.1.2 Profil Responden	57
4.1.3 Profil Responden Berdasarkan Jenis Kelamin.....	57
4.1.4 Profil Responden Berdasarkan Usia	58
4.2 Analisis Data.....	59
4.2.1 Tanggapan Responden.....	60
4.2.2 Analisis Deskriptif Variabel	67
4.2.3 Hasil Pengujian Kualitas Data	74
4.2.4 Analisis Full Structural Equation Modeling	83
4.2.5 Uji Reliability	86

4.2.6 Hasil Pengujian Hipotesis.....	87
4.3 Pembahasan	90
BAB V	104
KESIMPULAN	104
5.1 Simpulan	104
5.1.1 Simpulan Atas Hipotesis.....	105
5.1.2 Simpulan Atas Masalah Penelitian	107
5.2 Implikasi	108
5.2.1 Implikasi Teoritis	108
5.2.2 Implikasi Manajerial.....	109
5.3 Rekomendasi.....	114
DAFTAR PUSTAKA.....	115



DAFTAR GAMBAR

Gambar 1.1 Essential Digital headlines 2023	2
Gambar 1.2 logo lazada sumber	8
Gambar 1.3 perbandingan Lazada dan competitor.....	9
Gambar 1.4 perjalanan Lazada dari awal hingga sekrang.....	13
Gambar 1.5 contoh system quality Lazada pada seo.....	17
Gambar 1.6 infrmation system Lazada.....	18
Gambar 1.7 E-service quality	19
Gambar 1.8 online shopping experience	20
Gambar 1.9 perceived value of consumer or seller relationship.....	21
Gambar 1.10 online loyalty	22
Gambar 4.1 Profil Responden Berdasarkan Jenis Kelamin	58
Gambar 4.2 Profil Responden Berdasarkan Usia	59
Gambar 4.3 Variabel System Quality, Information Quality dan E-Service Quality	80
Gambar 4.4 Variabel Perceived Value dan Online Loyalty	82
Gambar 4.5 Full Structural Equation Model	84

DAFTAR TABEL

Tabel 2.1 Bagan Alur Berpikir	45
Tabel 3.1 Desain Inti Kuesioner.....	52
Tabel 3.2 Definisi Operasional dan Pengukuran Variabe.....	53
Tabel 4.1 Keunggulan dan Kelemahan Lazada	56
Tabel 4.2 Profil Responden berdasarkan jenis kelamin.....	57
Tabel 4.3 Profil Responden Berdasarkan Usia.....	58
Tabel 4.4 Kategori Nilai Rata-Rata Jawaban Responden.....	60
Tabel 4.5 Tanggapan Responden Terhadap System Quality	61
Tabel 4.6 Tanggapan Responden Terhadap Informaation Quality	62
Tabel 4.7 Tanggapan Responden Terhadap E-Service Quality.....	64
Tabel 4.8 Tanggapan Responden Terhadap Perceived Value	65
Tabel 4.9 Tanggapan Responden Terhadap Online Loyalty	66
Tabel 4.10 Distribusi Jawaban Responden Terhadap Variabel System Quality	67
Tabel 4.11 Distribusi Jawaban Responden Terhadap Variabel Information Quality	68
Tabel 4.12 Distribusi Jawaban Responden Terhadap Variabel E - Service Quality	70
Tabel 4.13 Distribusi Jawaban Responden Terhadap Variabel Perceived Value	71
Tabel 4.14 Distribusi Jawaban Responden Terhadap Variabel Online Loyalty.....	73
Tabel 4.15 Goodness of Fit Index.....	75
Tabel 4.16 Uji Normalitas Data	76
Tabel 4.17 Uji Univariate Outliers.....	78
Tabel 4.18 Uji Univariate Outliers.....	79
Tabel 4.19 Regression Weight Variabel Eksogen.....	81
Tabel 4.20 Factor Loading Variabel Eksogen	81
Tabel 4.21 Regression Weight Variabel Endogen.....	83
Tabel 4.22 Factor Loading Variabel Endogen	83
Tabel 4.23 Index Pengujian Kelayakan	84
Tabel 4.24 Regression Weight Full Structural Equation Model.....	85
Tabel 4.25 Uji Reliability	86
Tabel 4.26 Hasil Uji Hipotesis.....	87
Tabel 4.27 indikator variabel system quality	93
Tabel 4.28 indikator variabel information quality.....	95
Tabel 4.29 indikator variabel E-service quality	97
Tabel 4.30 indikator variabel Perceived Value	99
Tabel 4.31 indikator variabel Online Loyalty	101
Tabel 5.1 Implikasi Teori	108
Tabel 5.2 Implikasi Manajerial	111