

TABLE OF CONTENTS

	page
COVER PAGE	
TITLE PAGE	
FINAL ASSIGNMENT AND UPLOAD AGREEMENT	iv
APPROVAL PAGE BY FINAL PAPER ADVISOR	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.2. Problem Limitation	11
1.3. Problem Formulation	12
1.4. Objective of the Research	12
1.5. Benefit of the Research	13
1.5.1 Theoretical Benefit	13
1.5.2 Practical Benefit.....	13
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	15
2.1. Performance Expectancy.....	15
2.1.1. Definition of Performance Expectancy	15
2.1.2. Factors Influence to Performance Expectancy	16
2.1.3. Indicators of Performance Expectancy.....	17
2.2. Effort Expectancy	18
2.2.1 Definition of Effort Expectancy	18

2.2.2 Factors Influence of Effort Expectancy	19
2.2.3 Indicator of Effort Expectancy	20
2.3. Social Influence.....	21
2.3.1 Definition of Social Influence	21
2.3.2 Factors Influence of Social Influence	22
2.3.3 Indicator of Social Influence	23
2.4. Hedonic Motivation	24
2.4.1 Definition of Hedonic Motivation	24
2.4.2 Factors Influence of Hedonic Motivation.....	25
2.4.3 Indicator of Hedonic Motivation	26
2.5. Price	27
2.5.1 Definition of Price	27
2.5.2 Benefits of Pricing for Consumers	28
2.5.3 Indicator of Price	29
2.6. Customer Loyalty.....	30
2.6.1 Definition of Customer Loyalty.....	30
2.6.2 Benefit of Customer Loyalty	32
2.6.3 Indicator of Customer Loyalty.....	33
2.7. Customer Satisfaction	35
2.7.1 Definition of Customer Satisfaction	35
2.7.2 Factors Infuence to Customer Satisfaction	36
2.7.3 Indicator of Customer Satisfaction	37
2.8. Previous Research	38
2.9. Hypothesis Development	43
2.9.1 The Influence of Performance Expectancy on Customer Satisfaction	43
2.9.2 The Influence of Effort Expectancy on Customer Satisfaction	44
2.9.3 The Influence of Social Influence on Customer Satisfaction	44
2.9.4 The Influence of Hedonic Motivation on Customer Satisfaction	45
2.9.5 The Influence of Price on Customer Satisfaction	46
2.9.6 The Influence of Customer Satisfaction on Towards Customer Loyalty	
47	
2.10. Research Model.....	47

2.11. Framework of Thinking	48
CHAPTER III RESEARCH METHODOLOGY	50
3.1. Research Design.....	50
3.2. Population and Sample.....	51
3.2.1 Population	51
3.2.2 Sample	51
3.3. Data Collection Method	53
3.4. Operational Definition and Variable Measurement	54
3.5. Data Analysis Method.....	56
3.5.1 Test of Research Instrument	56
3.5.2 Descriptive Statistics	58
3.5.3 Classical Assumption Test	61
3.5.4 Inferential Statistics	63
3.5.5 Hypothesis Test.....	65
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	69
4.1. General View of Tokopedia.....	69
4.2. Research Result.....	71
4.2.1 Test of Research Instrument	72
4.2.1.1 Validity Test	72
4.2.1.2 Reliability Test	74
4.2.2 Descriptive Statistics	75
4.2.2.1 Characteristics of Respondents	75
4.2.2.2 Overview of Respondents	75
4.2.2.3 Respondent's Responses	77
4.2.3 Analysis Descriptive Variable.....	78
4.2.4 Classic Asumption Test.....	95
4.2.4.1 Normality Test	95
4.2.4.2 Linearity Test	96
4.2.4.3 Multicolinearity Test	97
4.2.4.4 Heterocedasticity Test	98

4.2.5 Inferential Statistics	100
4.2.5.1 Linear Regression	100
4.2.5.2 Multiple Linear Regression	101
4.2.5.3 Coefficient of Correlation (R^2)	103
4.2.5.4 Determination (R^2).....	103
4.2.6 Hypothesis Testing.....	104
4.2.6.1 F-Test	104
4.2.6.2 T-Test.....	106
4.3. Discussion	108

CHAPTER V CONCLUSION, IMPLICATION AND RECOMMENDATION 128

5.1. Conclusion	128
5.1.1 Conclusion for Hypothesis	128
5.1.1.1 The Influence of Performance Expectancy on Customer Satisfaction.....	128
5.1.1.2 The Influence of Effort Expectancy on Customer Satisfaction.....	129
5.1.1.3 The Influence of Social Influence on Customer Satisfaction.....	130
5.1.1.4 The Influence of Hedonic Motivation on Customer Satisfaction.....	130
5.1.1.6 The Influence of Customer Satisfaction on Customer Loyalty	132
5.1.2 Conclusion for Research Problems.....	132
5.2. Recommendation	133
5.2.1 Theoretical Implication.....	134
5.2.2 Managerial Implication	134
5.2.3 Recommendations for Future Research	143
REFERENCES.....	148

LIST OF FIGURES

Figure 1.1 Growth Number of Ecommerce in Indonesia.....	2
Figure 1.2 Growth Number of Smartphones in Indonesia	3
Figure 1.3 E-Commerce with the Most Visits.....	4
Figure 1.4 Ratings of Brand Tokopedia	7
Figure 2.1 Research Model from Previous Research.....	40
Figure 2.2 Result from Previous Research.....	41
Figure 2.3 Research Model	48
Figure 2.4 Framework of Thinking.....	49
Figure 4.1 Tokopedia Logo	70
Figure 4.2 Organization Structure of Tokopedia.....	71
Figure 4.3 P-Plot of Normality Test Customer Satisfaction	95
Figure 4.4 P-Plot of Normality Test Customer Loyalty	96
Figure 4.5 Scatterplot Heteroscedasticity Test Customer Satisfaction	98
Figure 4.6 Scatterplot Heteroscedasticity Test Customer Loyalty	99
Figure 4.7 Research Model Result.....	108

LIST OF TABLES

Table 1.1 Pra Survey of Respondents in Tokopedia	6
Table 1.2 Reviews about Performance Expectancy of Tokopedia from Playstore .	8
Table 1.3 Reviews about Effort Expectancy of Tokopedia from Playstore	9
Table 1.4 Price Comparison of Tokopedia and others competitor	10
Table 2.1 Previous Research	38
Table 3.1 Likert Scale	54
Table 3.2 Operational Variable.....	55
Table 4.1 Validity Test of Performance Expectancy	72
Table 4.2 Validity Test of Effort Expectancy	72
Table 4.3 Validity Test of Social Influence	73
Table 4.4 Validity Test of Hedonic Motivation	73
Table 4.5 Validity Test of Price	73
Table 4.6 Validity Test of Customer Loyalty	73
Table 4.7 Validity Test of Customer Satisfaction	74
Table 4.8 Reliability Test	74
Table 4.9 Respondents by Gender.....	76
Table 4.10 Respondents by Age	76
Table 4.11 Likert Scale.....	77
Table 4.12 Value Degree of Variable.....	77
Table 4.13 Respondents' Description towards Performance Expectancy	78
Table 4.14 Respondents' Description towards Effort Expectancy	79
Table 4.15 Respondents' Description towards Social Influence	81
Table 4.16 Respondents' Description towards Hedonic Motivation	82
Table 4.17 Respondents' Description towards Price	83
Table 4.18 Respondents' Description towards Customer Satisfaction	85
Table 4.19 Respondents' Description towards Customer Loyalty	86
Table 4.20 Respondents' Responses towards Performance Expectancy	87
Table 4.21 Respondents' Responses towards Effort Expectancy	88
Table 4.22 Respondents' Responses towards Social Influence	89

Table 4.23 Respondents' Responses towards Hedonic Motivation	91
Table 4.24 Respondents' Responses towards Price	92
Table 4.25 Respondents' Responses towards Customer Satisfaction.....	93
Table 4.26 Respondents' Responses towards Customer Loyalty	94
Table 4.27 Linearity Test Result	96
Table 4.28 Multicollinearity Test Result	97
Table 4.29 Spearman Test Correlation	99
Table 4.30 Linear Regression Test	100
Table 4.31 Multiple Regression Test.....	101
Table 4.32 Coefficient of Determination Output 1 (R^2).....	103
Table 4.33 Coefficient of Determination Output 2 (R^2).....	104
Table 4.34 F-Test Output.....	105
Table 4.35 T-Testing Output.....	106
Table 4.36 Validity and Mean Rating of Indicators of Customer Satisfaction at Tokopedia.....	116
Table 4.37 Validity and Mean Rating of Indicators of Effort Expectancy at Tokopedia.....	118
Table 4.38 Validity and Mean Rating of Indicators of Price at Tokopedia	120
Table 4.39 Validity and Mean Rating of Indicators of Performance Expectancy at Tokopedia.....	121
Table 4.40 Validity and Mean Rating of Indicators of Social Influence at Tokopedia.....	123
Table 4.41 Validity and Mean Rating of Indicators of Hedonic Motivation at Tokopedia.....	124
Table 4.42 Validity and Mean Rating of Indicators of Customer Loyalty at Tokopedia.....	126
Table 5.1 Theoretical Implications.....	134
Table 5.2 Managerial Implications.....	141

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE.....	A-1
APPENDIX B FULL SAMPLING DATA TABULATION.....	B-1
APPENDIX C DATA CALCULATION RESULT USING SPSS 25.00	C-1
APPENDIX D RESEARCH MODEL TESTING	D-1
APPENDIX E HYPOTHESIS ANALYSIS	E-1
APPENDIX F TURNITIN REPORT	F-1