

DAFTAR ISI

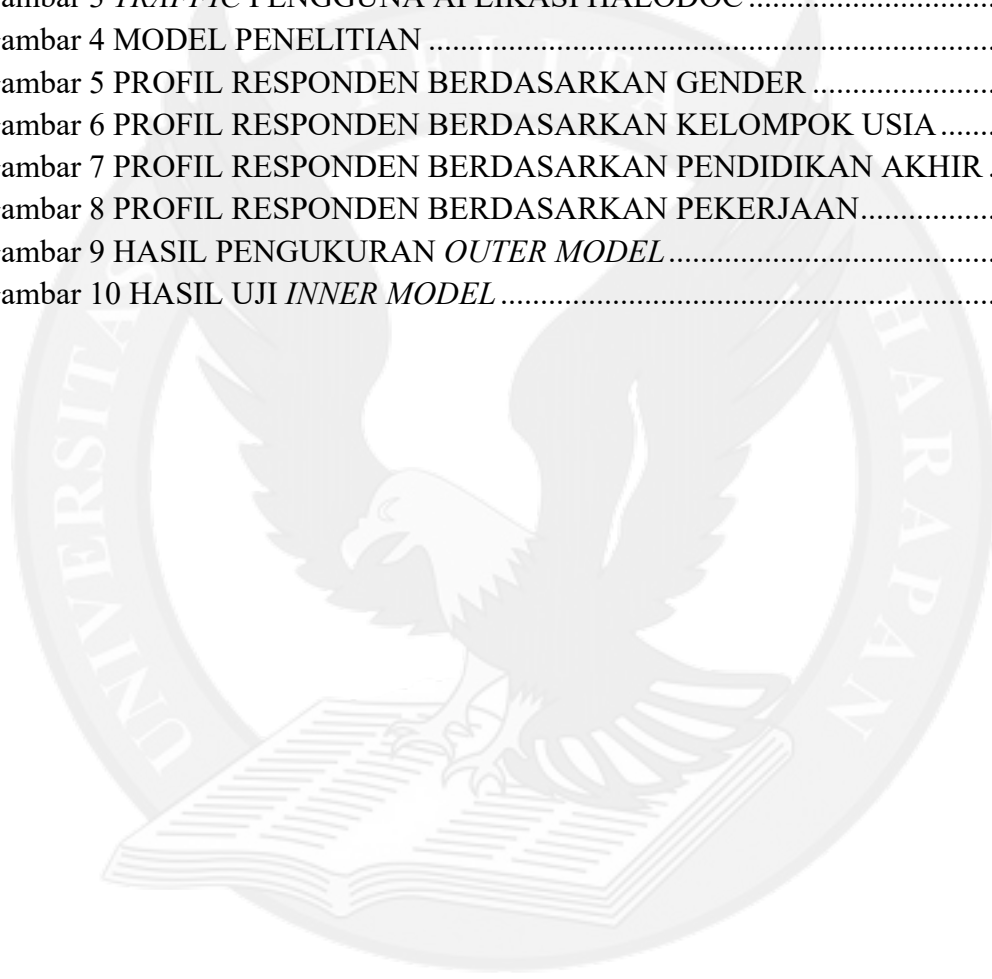
BAB I.....	1
PENDAHULUAN.....	1
1.1 LATAR BELAKANG	1
1.2 RUMUSAN MASALAH.....	6
1.3 TUJUAN PENELITIAN.....	6
1.4 MANFAAT PENELITIAN	7
1.5 SISTEMATIKA PENELITIAN.....	8
BAB II.	10
TINJAUAN PUSTAKA.....	10
2.1 LANDASAN TEORI.....	10
2.1.1 <i>E-Loyalty</i>	10
2.1.1.1 DIMENSI <i>E-LOYALTY</i>	18
2.1.2 <i>TECHNOLOGY ACCEPTANCE MODEL (TAM)</i>	20
2.1.2.1 <i>USER INTERFACE QUALITY</i>	21
2.1.2.2 <i>INFORMATION QUALITY</i>	22
2.1.2.3 <i>PERCEIVED SECURITY RISK</i>	23
2.1.2.4 <i>PERCEIVED PRIVACY</i>	23
2.1.2.5 <i>E-COMMERCE AWARENESS</i>	24
2.1.3 <i>E-TRUST</i>	25
2.1.3.1 DIMENSI <i>E-TRUST</i>	27
2.1.4 <i>E-SATISFACTION</i>	28
2.1.4.1 DIMENSI <i>E-SATISFACTION</i>	31
2.2 PENELITIAN TERDAHULU	33
2.2.1 <i>Pengaruh User Interface Quality terhadap E-Trust</i>	36
2.2.2 <i>Pengaruh Information Quality terhadap E-Trust</i>	37
2.2.3 <i>Pengaruh Perceived Privacy terhadap E-Trust</i>	38
2.2.4 <i>Pengaruh Perceived Security Risk terhadap E-Trust</i>	38
2.2.5 <i>Pengaruh E-Commerce Awareness terhadap E-Trust</i>	39
2.2.6 <i>Pengaruh User Interface Quality terhadap E-Satisfaction</i>	40
2.2.7 <i>Pengaruh Information Quality terhadap E-satisfaction</i>	40
2.2.8 <i>Pengaruh Perceived Privacy terhadap E-satisfaction</i>	41
2.2.9 <i>Pengaruh Perceived Security Risk terhadap E-satisfaction</i>	41

2.2.10 Pengaruh E-commerce Awareness terhadap E-Satisfaction	42
2.2.11 Pengaruh E-Trust terhadap E-Loyalty	42
2.2.12 Pengaruh E-Satisfaction terhadap E-Loyalty	43
2.3 MODEL PENELITIAN	43
BAB III.....	45
METODE PENELITIAN.....	45
3.1 OBJEK PENELITIAN	45
3.2 UNIT ANALISIS DAN SUBJEK PENELITIAN	45
3.3 TIPE PENELITIAN	46
3.4 OPERASIONALISASI VARIABEL PENELITIAN	46
3.4.1 Pengukuran Variabel.....	46
3.4.2 Definisi Konseptual dan Definisi Operasional	47
3.4.3 Skala Pengukuran.....	50
3.5 POPULASI DAN SAMPEL	50
3.5.1 Penentuan Jumlah Sampel.....	51
3.5.2 Metode Penarikan Sampel.....	51
3.6 TEKNIK PENGUMPULAN DATA	52
3.7 PENGUJIAN INSTRUMEN DATA	52
3.7.2 Uji Reliabilitas.....	52
3.7.2 Pengujian Validitas	54
3.7.2.2 Discriminant Validity.....	54
3.8 METODE ANALISA DATA.....	54
3.8.1 Statistik Deskriptif.....	55
3.8.2 Statistik Inferensial	56
3.8.3 Uji Collinearity.....	57
3.8.4 Uji Koefisien Determinan (R^2).....	58
3.8.5 Uji Hipotesis	58
3.9 HASIL UJI INSTRUMEN PENDAHULUAN	58
BAB IV.....	65
HASIL PENELITIAN DAN PEMBAHASAN	65
4.1 HASIL PENELITIAN	65
4.1.1 Profil Responden	65
4.1.1.1 Profil Responden Berdasarkan Jenis Kelamin.....	65
4.1.1.2 Profil Responden Berdasarkan Kelompok Usia	66
4.1.1.3 Profil Responden Berdasarkan Pendidikan Akhir	67
4.1.1.4 Profil Responden Berdasarkan Pekerjaan.....	67
4.1.2 ANALISA STATISTIK DESKRIPTIF	68
4.1.2.1 Analisa Statistik Deskriptif User Interface Quality	69
4.1.2.2 Analisa Statistik Deskriptif Information Quality	70

4.1.2.3 Analisa Statistik Deskriptif Perceived Privacy	72
4.1.2.4 Analisa Statistik Deskriptif Perceived Security Risk.....	73
4.1.2.5 Analisa Statistik Deskriptif E-Commerce Awareness	75
4.1.2.6 Analisa Statistik Deskriptif E-Trust	76
4.1.2.7 Analisa Statistik Deskriptif E-Satisfaction.....	77
4.1.2.8 Analisa Statistik Deskriptif E-Loyalty.....	79
4.1.3 ANALISA STATISTIK INFERENSIAL	80
4.1.3.1 Model Pengukuran (Outer Model)	80
4.1.3.1 Indikator Reliabilitas	81
4.1.3.2 Construct Reliability.....	83
4.1.3.3 Construct Validity.....	85
4.1.3.4 Discriminant Validity.....	86
4.1.3.2 MODEL STRUKTURAL (INNER MODEL).....	87
4.1.3.2.1 Multikolinieritas	88
4.1.3.2.2 Uji Koefisien Determinan (R^2).....	89
4.1.3.3 Effect Size (F^2)	90
4.1.3.4 Hasil Uji Hipotesis	92
4.1.3.5 Hasil Uji Indirect Effect.....	97
4.2 PEMBAHASAN.....	98
5.1 KESIMPULAN	106
5.2 IMPLIKASI MANAJERIAL	107
5.3 KETERBATASAN PENELITIAN DAN SARAN UNTUK PENELITIAN BERIKUTNYA	111
REFERENSI	113
LAMPIRAN	A
LAMPIRAN A - LIST KUESIONER.....	A
LAMPIRAN B - HASIL UJI VALIDITAS DAN RELIABILITAS PENDAHULUAN	G
LAMPIRAN C - ANALISA SEM PLS (OUTER MODEL)	K
LAMPIRAN D - INNER MODEL	O
LAMPIRAN E - TURNITIN REPORT	R
LAMPIRAN F - DATA HASIL KUESIONER	S
LAMPIRAN F - DAFTAR RIWAYAT HIDUP	AA

DAFTAR GAMBAR

Gambar 1 NEGARA DENGAN PENGGUNA SMARTPHONE TERBANYAK (2020).....	2
Gambar 2 LAYANAN TELEMEDICINE & FASKES YANG PALING BANYAK DIGUNAKAN DI INDONESIA	3
Gambar 3 <i>TRAFFIC</i> PENGGUNA APLIKASI HALODOC	4
Gambar 4 MODEL PENELITIAN	44
Gambar 5 PROFIL RESPONDEN BERDASARKAN GENDER	66
Gambar 6 PROFIL RESPONDEN BERDASARKAN KELOMPOK USIA.....	66
Gambar 7 PROFIL RESPONDEN BERDASARKAN PENDIDIKAN AKHIR	67
Gambar 8 PROFIL RESPONDEN BERDASARKAN PEKERJAAN.....	68
Gambar 9 HASIL PENGUKURAN <i>OUTER MODEL</i>	81
Gambar 10 HASIL UJI <i>INNER MODEL</i>	88



DAFTAR TABEL

Tabel 1 PENELITIAN TERDAHULU	33
Tabel 2 VARIABEL, DEFINISI OPERASIONAL, VARIABEL KONSEPTUAL, SUMBER	47
Tabel 3 KLASIFIKASI SKALA LIKERT	50
Tabel 4 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>E-COMMERCE AWARENESS</i>	58
Tabel 5 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>E-LOYALTY</i>	59
Tabel 6 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>E-SATISFACTION</i>	59
Tabel 7 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>E-TRUST</i>	60
Tabel 8 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>INFORMATION QUALITY</i>	60
Tabel 9 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>PERCEIVED PRIVACY</i>	61
Tabel 10 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>PERCEIVED SECURITY RISK</i>	62
Tabel 11 HASIL UJI VALIDITAS KONVERGEN PENDAHULUAN VARIABEL <i>USER INTERFACE QUALITY</i>	62
Tabel 12 HASIL UJI PENDAHULUAN <i>DISCRIMINANT VALIDITY</i>	63
Tabel 13 HASIL UJI PENDAHULUAN <i>COMPOSITE RELIABILITY</i>	63
Tabel 14 KATEGORI SKALA LIKERT	69
Tabel 15 DISTRIBUSI NILAI <i>MEAN USER INTERFACE QUALITY</i>	69
Tabel 16 DISTRIBUSI NILAI <i>MEAN INFORMATION QUALITY</i>	70
Tabel 17 DISTRIBUSI NILAI <i>MEAN PERCEIVED PRIVACY</i>	72
Tabel 18 DISTRIBUSI NILAI <i>MEAN PERCEIVED SECURITY RISK</i>	73
Tabel 19 DISTRIBUSI NILAI <i>MEAN E-COMMERCE AWARENESS</i>	75
Tabel 20 DISTRIBUSI NILAI <i>MEAN E-TRUST</i>	76
Tabel 21 DISTRIBUSI NILAI <i>MEAN E-SATISFACTION</i>	78
Tabel 22 DISTRIBUSI NILAI <i>MEAN E-LOYALTY</i>	79
Tabel 23 HASIL INDIKATOR RELIABILITAS	82

Tabel 24 HASIL UJI <i>CONSTRUCT RELIABILITY</i>	84
Tabel 25 HASIL UJI <i>CONSTRUCT VALIDITY</i>	85
Tabel 26 HASIL UJI <i>DISCRIMINANT VALIDITY</i>	86
Tabel 27 HASIL UJI MULTIKOLINIERITAS.....	89
Tabel 28 HASIL UJI KOEFISIEN DETERMINAN	90
Tabel 29 HASIL UJI F^2	91
Tabel 30 HASIL UJI HIPOTESIS	92
Tabel 31 HASIL UJI <i>INDIRECT EFFECT</i>	97

