

## TABLE OF CONTENTS

<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER PAPER ADVISOR .....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT.....</b>	<b>vi</b>
<b>ABSTRAK... ..</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>TABLE OF CONTENTS .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1. Background of Study .....	10
1.2. Problem Limitation .....	10
1.3. Problem Formulation .....	10
1.4. Objectives of the Research.....	10
1.5. Benefit of Study.....	11
1.5.1. Theoretical benefit.....	11
1.5.2. Practical benefit.....	11
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1. Theoretical Background.....	13
2.1.1. Marketing.....	13
2.1.2. Marketing Mix .....	14
2.1.3. Online Customer Review .....	19

2.1.3.2. Definition of Online Customer Review.....	19
2.1.3.2. Online Customer Review Indicators... ..	20
2.1.4. Perceived Quality.....	22
2.1.4.2. Definition of Perceived Quality... ..	22
2.1.4.3. Perceived Quality Dimensions... ..	23
2.1.5. Customer Purchase Decision.....	25
2.1.5.1. Definition of Customer Purchase Decision... ..	25
2.2. Relation Among Variables.....	28
2.2.1. The Influence of Online Customer Review Toward Customer Purchase Decision .....	28
2.2.2. The Influence of Perceived quality toward Customer Purchase Decision .....	29
2.3. Previous Research.....	29
2.4. Hypothesis Development.....	34
2.5. Research Model.....	35
2.6. Framework of Thinking.....	36
 <b>CHAPTER III RESEARCH METHODOLOGY</b>	
3.1. Research Design.....	39
3.2. Population and Sample.....	39
3.2.1. Population .....	39
3.2.2. Sample.....	40
3.3. Research Location and Time.....	42
3.4. Data Collection Method.....	42
3.4.1. Primary Data .....	42
3.4.2. Secondary Data .....	43
3.5. Operational Variable Definition and Variable Measurement .....	43
3.5.1. Operational Variable .....	43

3.5.2. Variable Measurement .....	44
3.6. Data Analysis Method.....	49
3.6.1. Descriptive Statistics Method .....	50
3.6.2. Research Instrument Test.....	53
3.6.3. Classical Assumption Test.....	55
3.6.4. Multiple Linear Regression.....	57
3.6.5. Coefficient of Correlation (R).....	58
3.6.6. Hypothesis Testing.....	58

## **CHAPTER IV DATA ANALYSIS AND DISCUSSION**

4.1. General View of Research Object.....	62
4.1.1. Overview of Lazada Company .....	62
4.1.2. Lazada's Vision, Mission, and Core Values.....	63
4.1.2.1. Vision .....	63
4.1.2.2. Mission.....	63
4.1.2.3. Core Values.....	63
4.1.3. Lazada's Organizational Structure .....	64
4.2. Research Result and Discussion .....	66
4.2.1. Descriptive Statistics.....	66
4.2.1.1. Characteristics of Respondents .....	66
4.2.2. Test of Research Instrument .....	90
4.2.2.1. Validity Test.....	90
4.2.1.2. Reliability Test.....	92
4.2.3. Result of Data Quality Testing... ..	94
4.2.3.1. Classical Assumption Test... ..	94
4.2.3.2. Multiple Linear Regression Result .....	102
4.2.4 Coefficient of Correlation (R).....	104

4.2.4 Hypothesis Testing..... 105

    4.2.4.1. Coefficient of Determinant Test... ..105

    4.2.4.2. Hypothesis Test..... 106

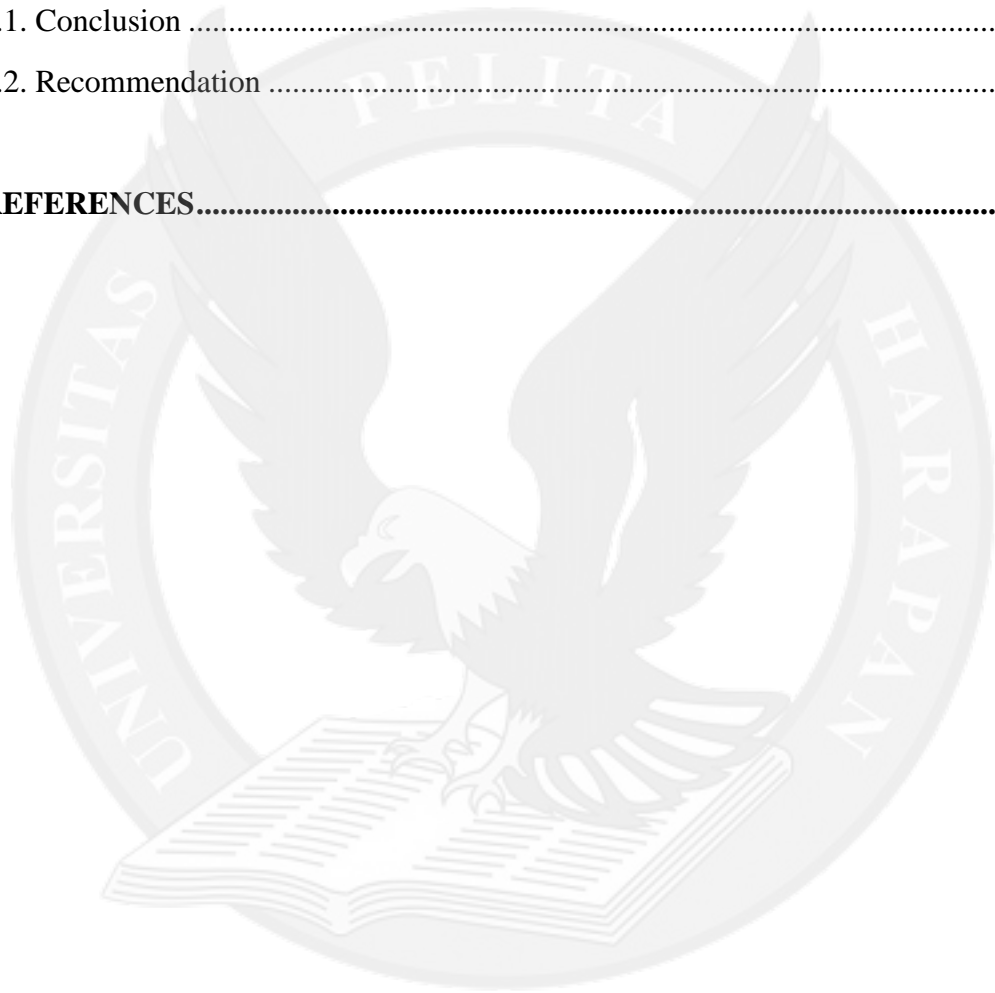
4.3. Discussion ..... 109

**CHAPTER V DISCUSSION**

5.1. Conclusion ..... 115

5.2. Recommendation ..... 117

**REFERENCES..... 120**



## LIST OF FIGURES

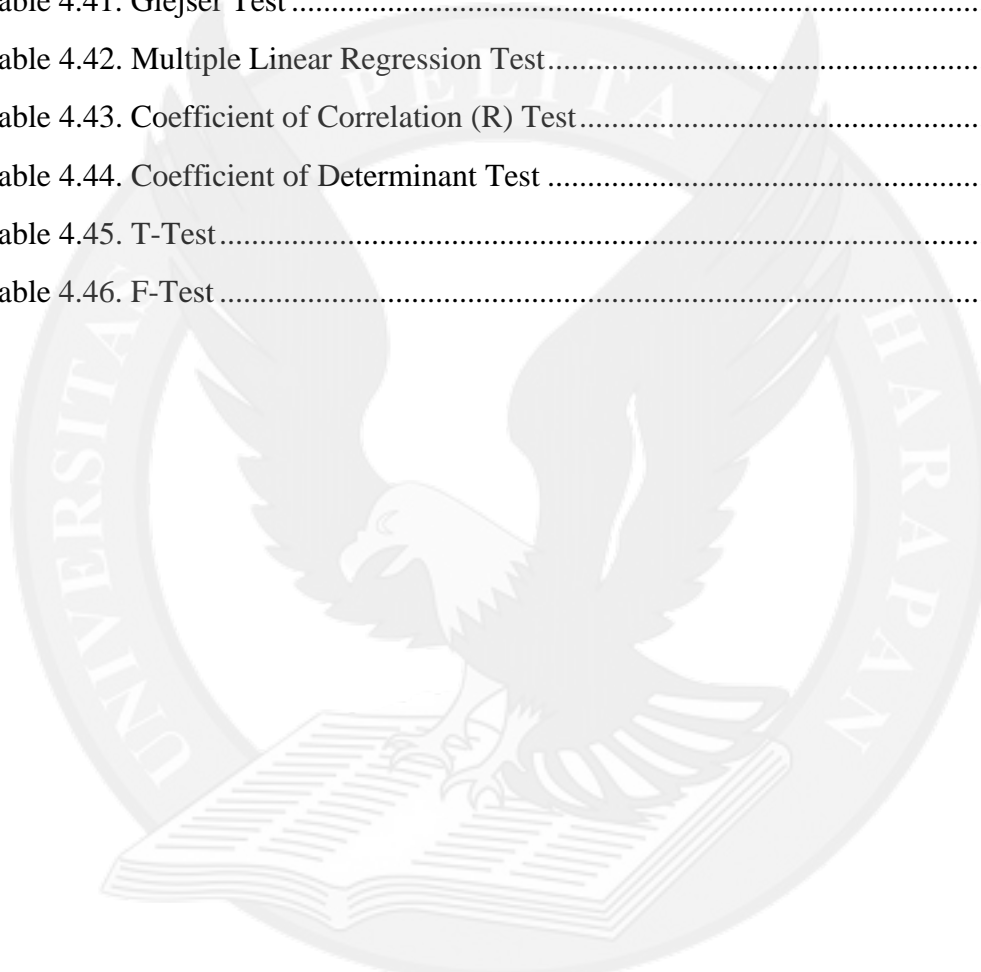
Figure 1.1. Development of E-commerce User in Indonesia.....	2
Figure 1.2. E-commerce Rank in Indonesia.....	5
Figure 1.3. Monthly Visitor Number of Lazada Indonesia Q12018-Q12021.....	6
Figure 1.4. Complain on Lazada’s Social Media.....	7
Figure 1.5. Complaints for Lazada Indonesia.....	8
Figure 1.6. E-commerce Ranking in Indonesia in 2017.....	9
Figure 2.1. Research Model.....	36
Figure 2.2. Framework of Thinking.....	37
Figure 4.1. Lazada’s Logo.....	63
Figure 4.2. Lazada’s Organizational Structure.....	65
Figure 4.3. Histogram Normality Test.....	94
Figure 4.4. P-Plot Normality Test.....	95
Figure 4.5. Heteroscedasticity Test.....	101

## LIST OF TABLES

Table 2.1. Previous Research .....	30
Table 3.1. Likert Scale .....	44
Table 3.2. Operational Variables Measurement.....	45
Table 4.1. Likert Scale .....	66
Table 4.2. Respondent Characteristics Based on Gender .....	67
Table 4.3. Respondents Characteristics Based on Location .....	68
Table 4.4. Respondents Characteristics Based on Age.....	68
Table 4.5. Respondents Characteristics Based on Occupation .....	69
Table 4.6. Q1: Online customer review from other customers related to Lazada can be trusted.....	70
Table 4.7. Q2: Customers are interested and believe in shopping at Lazada after seeing reviews from other customers who have purchased before .....	71
Table 4.8. Q3: Online customer review make Lazada professional in assessing products.....	72
Table 4.9. Q4: Customers always see the review feature as additional information before purchasing on Lazada .....	72
Table 4.10. Q5: Online customer review at Lazada help customers in adding information and knowledge about the desired product.....	73
Table 4.11. Q6: The existence of online customer review on Lazada make it easier for customers to make decisions in shopping online .....	74
Table 4.12. Q7: Customers are happy with online customer reviews on Lazada .....	74
Table 4.13. Q8: Customers are interested in products on Lazada because of online customer review .....	75
Table 4.14. Q9: Customers want and are interested in shopping at Lazada because of complete information with online customer review .....	76
Table 4.15. Questionnaires Analysis of Online Customer Review.....	77
Table 4.16. Q10: Customers will recommend Lazada to others because of its satisfactory performance .....	78
Table 4.17. Q11: Lazada is responsive in resolving customer complaints .....	79

Table 4.18. Q12: The existence of a service assistance program at Lazada make it easier for customers to track orders .....	79
Table 4.19. Q13: The Lazada app and website are easy to use.....	80
Table 4.20. Q14: Customers shop at Lazada because the facilities and services provided are different from other e-commerce .....	81
Table 4.21. Questionnaires Analysis of Perceived Quality.....	81
Table 4.22. Q15: Customers make transactions on Lazada because they have products or services that match their needs .....	83
Table 4.23. Q16: Customers are looking for the desired product at Lazada.....	84
Table 4.24. Q17: Customers get product information through recommendations from friends, family, advertisements, and Lazada’s social media.....	84
Table 4.25. Q18: Customers know the quality, service, and condition of the product through reviews from other customers .....	85
Table 4.26. Q19: Customers need a relatively short time to transact on Lazada.....	86
Table 4.27. Q20: Customers choose Lazada to fulfill their needs in an urgent situation.....	86
Table 4.28. Q21; Customers only buy products that have positive reviews on Lazada .....	87
Table 4.29. Q22: Customers will re-purchase after making a purchase on Lazada.....	88
Table 4.30. Questionnaires Analysis of Customer Purchase Decision .....	88
Table 4.31. Validity Test of Online Customer Review.....	90
Table 4.32. Validity Test of Perceived Quality .....	91
Table 4.33. Validity Test of Customer Purchase Decision .....	91
Table 4.34. Reliability Statistics of Online Customer Review .....	92
Table 4.35. Reliability Statistics of Perceived Quality .....	93
Table 4.36. Reliability Statistics of Customer Purchase Decision.....	93
Table 4.37. Kolmogorov-Smirnov Normality Test.....	94

Table 4.38. Linearity Test of Online Customer Review and Customer Purchase Decision .....	97
Table 4.39. Linearity Test of Perceived Quality and Customer Purchase Decision .....	97
Table 4.40. Multicollinearity Test.....	99
Table 4.41. Glejser Test .....	101
Table 4.42. Multiple Linear Regression Test.....	103
Table 4.43. Coefficient of Correlation (R) Test.....	105
Table 4.44. Coefficient of Determinant Test .....	106
Table 4.45. T-Test.....	107
Table 4.46. F-Test.....	108





## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA OF RESPONDENTS' ANSWER FOR WORKING ENVIRONMENT .....	B-1
APPENDIX C: DATA OF RESPONDENTS' ANSWERS FOR EMPLOYEE PERFORMANCE.....	C-1
APPENDIX D: INSTRUMENT TEST DATA .....	D-1
APPENDIX E: SPSS OUTPUT RESULT FOR INSTRUMENT TEST.....	E-1
APPENDIX F: R TABLE .....	F-1
APPENDIX G: T TABLE.....	G-1
APPENDIX I: SPSS OUTPUT OF REGRESSION RESULT.....	H-1

