

TABLE OF CONTENT

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	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	
1.1 Background of The Study	1
1.2 Problem Limitation.....	9
1.3 Problem Formulation	9
1.4 Objective of the Research	10
1.5 Benefit of The Research	11
CHAPTER II THEORITICAL BACKGROUND	
2.1 Theoretical Background.....	13
2.1.1 Consumer Satisfaction	13
2.1.2 Repurchase Intention.....	15
2.1.3 Web Design.....	17
2.1.4 Service Quality	19
2.1.5 Security	21
2.1.6 Fulfillment	23
2.2 Previous Research.....	24

2.3	Hypothesis Development.....	26
2.4	Research Model	30
2.5	Framework of Thinking.....	31

CHAPTER III RESEARCH METHODOLOGY

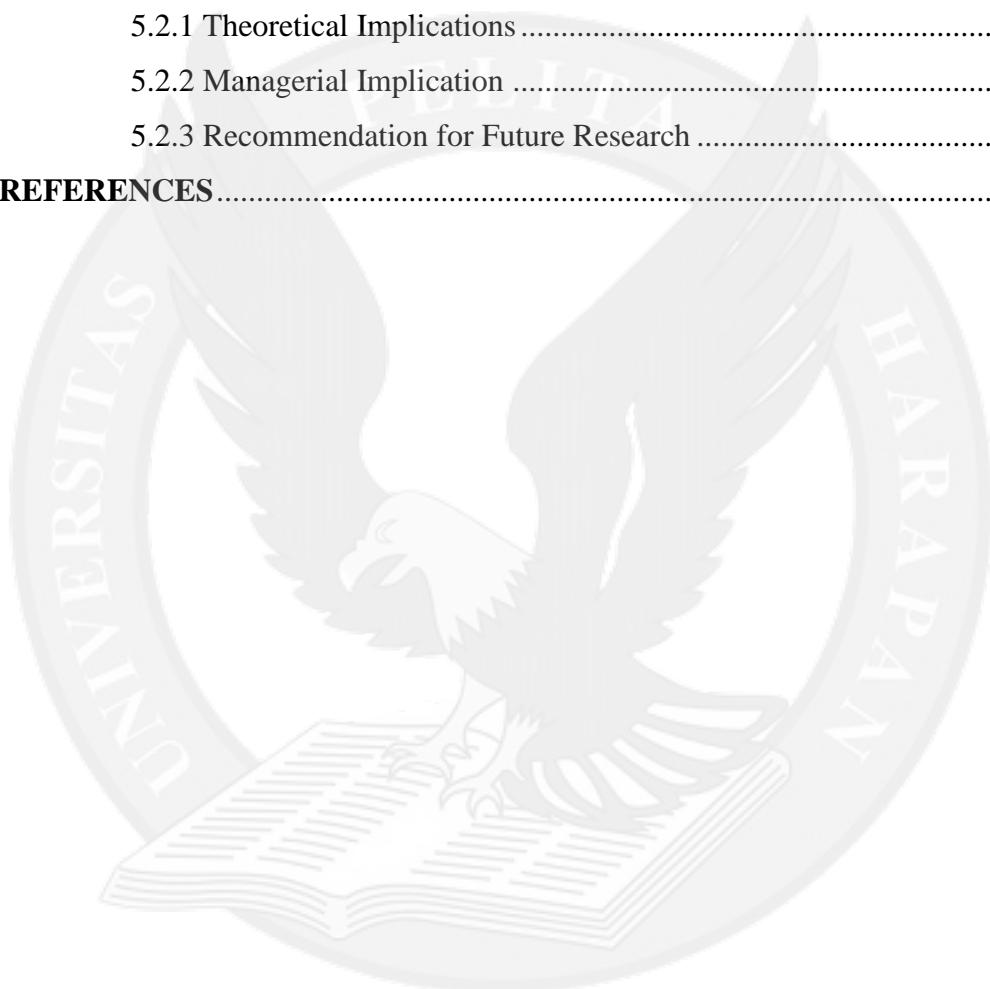
3.1	Research Design	33
3.2	Population and Sample	34
3.2.1	Population	34
3.2.2	Sample	34
3.3	Data Collection Method.....	35
3.4	Operational Variable Definition and Variable Measurement.....	37
3.4.1	Operational Variable Definition.....	37
3.4.2	Variable Measurement	38
3.5	Data Analysis Method	39
3.5.1	Research Instrument Test.....	39
3.5.2	Descriptive Statistics.....	40
3.5.3	Classic Assumption Test	43
3.5.4	Multiple Linear Regression.....	45
3.5.5	Hypothesis Test.....	46

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	General View of Lazada	49
4.2	Validity and Reliability Test Research Result.....	50
4.2.1	Instrument Testing	51
4.2.1.1	Validity Test	51
4.2.1.2	Reliability Test.....	52
4.3	Full Sampling Research Result.....	53
4.3.1	Descriptive Statistics.....	53
4.3.1.1	Characteristics of Respondents.....	53
4.3.1.2	Overview of Respondents.....	58
4.3.1.2.1	Overview of Lazada users as respondents by gender.....	54
4.3.1.2.2	Overview of Lazada users as respondents	

by age	54
4.3.1.3 Respondents' Responses.....	55
4.3.2 Analysis Descriptive Variable.....	62
4.3.2.1 Respondent Description on Lazada	63
4.3.2.1.1 Respondent Description on Lazada Web Design	63
4.3.2.1.2 Respondent Description on Lazada Customer Service.....	64
4.3.2.1.3 Respondent Description on Lazada Security	65
4.3.2.1.4 Respondent Description on Lazada Fulfillment.	66
4.3.2.1.5 Respondent Description on Lazada Consumer Satisfaction.....	67
4.3.2.1.6 Respondent Description on Lazada Repurchase Intention.....	68
4.3.3 Classic Assumption Test.....	69
4.3.3.1 Normality Test.....	69
4.3.3.2 Linearity Test.....	70
4.3.3.3 Multicollinearity Test	71
4.3.3.4 Heteroscedasticity Test.....	71
4.3.4 Inferential Regression	73
4.3.4.1 Linear Regression	74
4.3.4.2 Multiple Linear Regression	75
4.3.4.3 Correlation Coefficient (R).....	76
4.3.4.4 Determination (R ²).....	76
4.3.5 Hypothesis Testing.....	77
4.3.5.1 F-Test.....	77
4.3.5.2 t-Test.....	79
4.4 Discussion.....	81
CHAPTER V CONCLUSION AND RECOMMENDATION	
5.1 Conclusion	90
5.1.1 The Effect of Web Design towards Customers Satisfaction	91

5.1.2 The Effect of Customer Service towards Customer	
Satisfaction	91
5.1.3 The Effect of Security towards Customers Satisfaction	92
5.1.4 The Effect of Fulfillment towards Customers Satisfaction	92
5.1.5 The Effect of Satisfaction toward Repurchase Intention.....	93
5.2 Recommendation	94
5.2.1 Theoretical Implications	94
5.2.2 Managerial Implication	95
5.2.3 Recommendation for Future Research	96
REFERENCES.....	100



LIST OF FIGURES

Figures 1.1 E-commerce users year to year.....	3
Figures 1.2 Number of E-Commerce Consumer Visits For The 2022 Period	4
Figures 1.3 Lazada Customers Satisfaction Review	5
Figures 1.4 Web Design Preview.....	6
Figures 1.5 Customer Service Review	7
Figures 1.6 Lazada Security Page	8
Figures 1.7 Lazada Fulfillment	9
Figures 2.1 Research Model.....	36
Figures 2.2 Framework of Thinking	36
Figures 4.1 Diagram of Respondents by Gender	60
Figures 4.2 Diagram of Respondents by Age	61
Figures 4.3 Histogram Graph of Normality Test Consumer Satisfaction	76
Figures 4.4 Histogram Graph of Normality Test Repurchase Intention	76
Figures 4.5 Scatterplot Heteroscedasticity Test Consumer Satisfaction.....	79
Figures 4.6 Scatterplot Heteroscedasticity Test Repurchase Intention	79

LIST OF TABLES

Table 2.1 Previous Research	32
Table 3.1 Operational Variable Definition.....	44
Table 3.2 Likert Scale	45
Table 4.1 Validity Test Result on Web Design (Lazada)	57
Table 4.2 Validity Test Result on Customer Service (Lazada).....	57
Table 4.3 Validity Test Result on Security (Lazada).....	57
Table 4.4 Validity Test Result on Fulfillment (Lazada)	57
Table 4.5 Validity Test Result on Consumer Satisfaction (Lazada)	57
Table 4.6 Validity Test Result on Repurchase Intention (Lazada)	57
Table 4.7 Reliability Test Result (Lazada)	58
Table 4.8 Respondents by Gender	60
Table 4.9 Respondents by Age	61
Table 4.10 Likert Scale	62
Table 4.11 Value Degree of Variable	62
Table 4.12 Respondents' Responses towards Web Design	63
Table 4.13 Respondents' Responses towards Customer Service	64
Table 4.14 Respondents' Responses towards Security.....	65
Table 4.15 Respondents' Responses towards Fulfillment.....	66
Table 4.16 Respondents' Responses towards Consumer Satisfaction.....	67
Table 4.17 Respondents' Responses towards Repurchase Intention.....	68
Table 4.18 Respondents' Responses towards Web Design	69
Table 4.19 Respondents' Responses towards Customer Service	70
Table 4.20 Respondents' Responses towards Security.....	71
Table 4.21 Respondents' Responses towards Fulfillment.....	72
Table 4.22 Respondents' Responses towards Consumer Satisfaction.....	73
Table 4.23 Respondents' Responses towards Repurchase Intention.....	74
Table 4.24 One – Sample Kolmogorov Smirnov for Lazada.....	75
Table 4.25 Linearity Test Result.....	77

Table 4.26 Multicollinearity Test Result	77
Table 4.27 Spearman Test Correlation.....	80
Table 4.28 Linear Regression	80
Table 4.29 Multiple Linear Regression Testing Model	81
Table 4.30 Coefficient of Determination Output 1 (R^2)	84
Table 4.31 Coefficient of Determination Output 2 (R^2)	84
Table 4.32 F-Test Output	85
Table 4.33 t-Testing Output	86

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B FULL SAMPLING DATA TABULATION.....	B-1
APPENDIX C DATA CALCULATION RESULT USING SPSS 26.....	C-1
APPENDIX D RESEARCH MODEL TESTING	D-1
APPENDIX E HYPOTHESIS ANALYSIS	E-1
APPENDIX F TURNITIN REPORT	F-1

