

Daftar Isi

Abstrak	i
<i>Abstract</i>	ii
Daftar Tabel	viii
Daftar Gambar.....	x
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Masalah Penelitian	4
1.3 Tujuan Penelitian	4
1.4 Batasan Masalah.....	5
BAB 2 LANDASAN TEORI DAN PENGEMBANGAN HIPOTESIS	6
2.1 Konsep Dasar	6
2.1.1 <i>Website Design</i>	6
2.1.2 <i>Reliability</i>	7
2.1.3 <i>Perceived Ease of Use</i>	9
2.1.4 <i>E-Trust</i>	10
2.1.5 <i>E-Retention</i>	11
2.1.6 <i>Purchasing Decision</i>	12
2.2 Telaah Literatur	13
2.2.1 <i>Website Design</i>	13
2.2.2 <i>Reliability</i>	16
2.1.3 <i>Perceived Ease of Use</i>	20
2.2.4 <i>E-Trust</i>	22
2.2.5 <i>E-Retention</i>	25
2.2.6 <i>Purchasing Decision</i>	28
2.3 Kerangka Pemikiran atau Model Konseptual	30
2.4 Pengembangan Hipotesis	30

BAB 3 METODOLOGI PENELITIAN.....	31
3.1 Populasi, sampel dan sumber data	31
3.1.1 Populasi.....	31
3.1.2 Sampel.....	31
3.2 Teknik Pengumpulan Data.....	32
3.4 Definisi Operasional Variabel.....	33
3.5 Metode Penelitian Data.....	34
3.5.1 Pengolahan Data.....	34
3.5.2 Pengujian Hipotesis.....	34
3.5.2.1 Uji Validitas	34
3.5.2.2. Uji Reliabilitas	34
3.5.2.3 Uji Asumsi Klasik.....	35
A) Normalitas.....	35
B) Multikolinearitas	35
C) Heteroskedastisitas.....	35
D) Uji Linearitas	35
3.5.2.4 Analisis Linear Regresi Sederhana (<i>Simple Regression</i>).....	35
3.5.2.5 Analisis Linear Regresi Berganda (<i>Multiple Regression</i>).....	36
3.5.2.6 Koefisien Korelasi (R)	36
3.5.2.7 Uji F (Uji Serentak).....	36
3.5.2.8 Uji T (Uji Parsial).....	36
BAB 4 ANALISIS DATA DAN PEMBAHASAN	37
4.1 Statistik Deskriptif	37
4.1.1 Profil Responden.....	38
4.1.2 Statistik Deskriptif	41
4.1.2.1 Variabel <i>Website Design</i>	41

4.1.2.2 Variabel <i>Reliability</i>	42
4.1.2.3 Variabel <i>Ease of Use</i>	44
4.1.2.4 Variabel <i>E-Trust</i>	45
4.1.2.5 Variabel <i>E-Retention</i>	46
4.1.2.6 Variabel <i>Purchasing Decision</i>	47
4.2 Analisa Korelasi	48
4.2.1 Uji Validitas	48
4.2.2 Uji Reliabilitas	50
4.3. Uji Asumsi Klasik dan Treatmentnya	51
4.3.1 Uji Normalitas	51
4.3.1.1 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Trust</i>	51
4.3.1.2 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E- Retention</i>	51
4.3.1.3 Pengaruh <i>E-Retention</i> terhadap <i>E-Trust</i>	52
4.3.1.4 Pengaruh <i>E-Trust</i> terhadap <i>Purchasing Decision</i>	52
4.3.2 Uji Multikolinearitas	52
4.3.3 Uji Heteroskedastisitas	53
4.3.3.1 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Trust</i>	53
4.3.3.2 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E- Retention</i>	54
4.3.3.3 Pengaruh <i>E-Retention</i> terhadap <i>E-Trust</i>	55
4.3.3.4 Pengaruh <i>E-Trust</i> terhadap <i>Purchasing Decision</i>	55
4.3.4 Uji Linearitas	56
4.3.4.1 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Trust</i>	56

4.3.4.2 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Retention</i>	56
4.3.4.3 Pengaruh <i>E-Retention</i> terhadap <i>E-Trust</i>	56
4.3.4.4 Pengaruh <i>E-Trust</i> terhadap <i>Purchasing Decision</i>	57
4.4 Uji Spesifikasi Model/ Uji F	57
4.4.1 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Trust</i>	57
4.4.2 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Retention</i>	58
4.4.3 Pengaruh <i>E-Retention</i> terhadap <i>E-Trust</i>	58
4.4.4 Pengaruh <i>E-Trust</i> terhadap <i>Purchasing Decision</i>	58
4.5 Uji T	59
4.5.1 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Trust</i>	59
4.5.2 Pengaruh <i>Website Design, Reliability, & Ease of Use</i> terhadap <i>E-Retention</i>	60
4.5.3 Pengaruh <i>E-Retention</i> terhadap <i>E-Trust</i>	60
4.5.4 Pengaruh <i>E-Trust</i> terhadap <i>Purchasing Decision</i>	61
4.6 Hasil Model Penelitian	61
4.7 Pembahasan.....	61
BAB 5 SIMPULAN, IMPLIKASI, KETERBATASAN DAN SARAN	69
5.1 Kesimpulan	69
5.1.1 Kesimpulan Hipotesis Pertama	69
5.1.2 Kesimpulan Hipotesis Kedua.....	69
5.1.3 Kesimpulan Hipotesis Ketiga.....	70
5.1.4 Kesimpulan Hipotesis Keempat.....	70
5.2 Implikasi.....	71

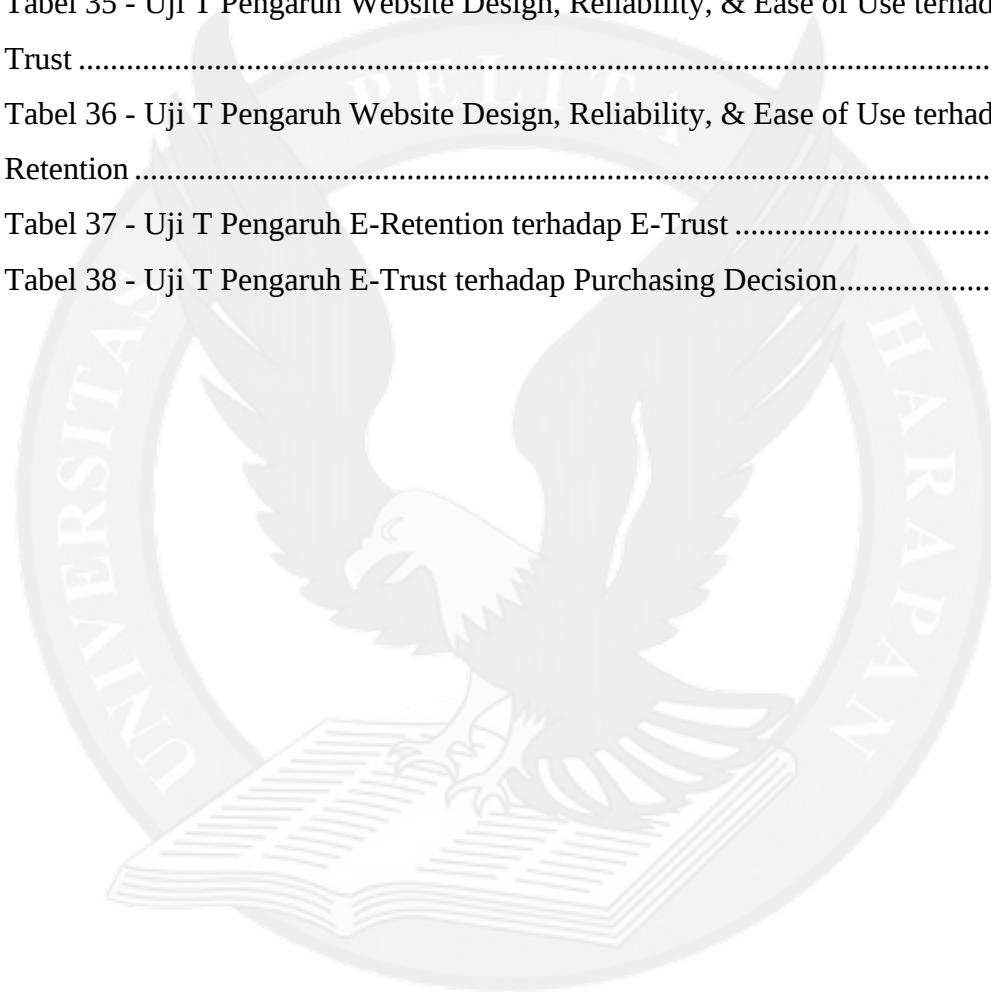
5.3 Keterbatasan dan Saran	71
Daftar Pustaka	72
LAMPIRAN A: KUISIIONER	75
LAMPIRAN B: HASIL JAWABAN RESPONDEN	77
LAMPIRAN C: HASIL OLAH DATA	84
LAMPIRAN D: HASIL TURN IT IN	88



Daftar Tabel

Tabel 1 - Telaah Literatur Website Design.....	13
Tabel 2 - Telaah Literatur Reliability	16
Tabel 3 - Telaah Literatur Perceived Ease of Use.....	20
Tabel 4 - Telaah Literatur E-Trust	22
Tabel 5 - Telaah Literatur E-Retention	25
Tabel 6 - Telaah Literatur Purchasing Decision	28
Tabel 7 - Definisi Operasional	33
Tabel 8 - Tabel Profil Responden	38
Tabel 9 - Analisis Profil Umur Responden.....	39
Tabel 10 - Frekuensi Transaksi.....	40
Tabel 11 - Skala Likert.....	41
Tabel 12 - Variabel Statistik Deskriptif Website Design.....	41
Tabel 13 - Variabel Statistik Deskriptif Reliability	43
Tabel 14 - Variabel Statistik Deskriptif Ease of Use	44
Tabel 15 - Uji Validitas Website Design	48
Tabel 16 - Uji Validitas Reliability.....	49
Tabel 17 - Uji Validitas Ease of Use.....	49
Tabel 18 - Uji Validitas E-Trust.....	49
Tabel 19 - Uji Validitas E-Retention	49
Tabel 20 - Uji Validitas Purchasing Decision.....	50
Tabel 21 - Uji Reliabilitas	50
Tabel 22 - Uji Normalitas WD, R, EOU terhadap E-Trust.....	51
Tabel 23 - Uji Normalitas WD, R, EOU terhadap E-Retention.....	51
Tabel 24 - Uji Normalitas E-Retention terhadap E-Trust	52
Tabel 25 - Uji Normalitas E-Trust terhadap PD	52
Tabel 26 - Uji Multikolinearitas.....	53
Tabel 27 - Uji Linearitas Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Trust.....	56
Tabel 28 - Uji Linearitas Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Retention.....	56
Tabel 29 - Uji Linearitas Pengaruh E-Retention terhadap E-Trust.....	56

Tabel 30 - Uji Linearitas Pengaruh E-Trust terhadap Purchasing Decision	57
Tabel 31 - Uji F Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Trust	57
Tabel 32 - Uji F Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Retention	58
Tabel 33 - Uji F Pengaruh E-Retention terhadap E-Trust.....	58
Tabel 34 - Uji F Pengaruh E-Trust terhadap Purchasing Decision.....	58
Tabel 35 - Uji T Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Trust	59
Tabel 36 - Uji T Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Retention	60
Tabel 37 - Uji T Pengaruh E-Retention terhadap E-Trust	60
Tabel 38 - Uji T Pengaruh E-Trust terhadap Purchasing Decision.....	61



Daftar Gambar

Gambar 1 - Model Penelitian	30
Gambar 2 - Analisis Profil Jenis Kelamin Responden.....	38
Gambar 3 - Analisis Profil Umur Responden	39
Gambar 4 - Frekuensi Transaksi	40
Gambar 5 - Uji Heteroskedastisitas Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Trust	53
Gambar 6 - Uji Heteroskedastisitas Pengaruh Website Design, Reliability, & Ease of Use terhadap E-Retention	54
Gambar 7 - Uji Heteroskedastisitas Pengaruh E-Retention terhadap E-Trust	55
Gambar 8- Uji Heteroskedastisitas Pengaruh E-Trust terhadap Purchasing Decision	55
Gambar 9 - Hasil Model Penelitian.....	61