

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	10
1.3 Problem Formulation	10
1.4 Objective of the Research	11
1.5 Benefit of The Research.....	11
 CHAPTER II THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	12
2.1.1 Marketing Definition	12
2.1.2 Repurchase Intention	13
2.1.2.1 Definition of Repurchase Intention	13
2.1.2.2 Consumer Repurchase Considerations	14
2.1.2.3 Repurchase Intention Indicators	17
2.1.3 Customer Experience.....	17

2.1.3.1	Customer Experience Definition	17
2.1.3.2	Benefits of a Positive Customer Experience	19
2.1.3.3	Strategies to Enhance Customer Experience	20
2.1.3.4	Customer Experience Indicator	22
2.1.4	Ease of Use	23
2.1.4.1	Ease of Use Definition.....	23
2.1.4.2	Factors Influencing Ease of Use.....	25
2.1.4.3	Benefits of Providing Ease of Use	27
2.1.4.4	Indicators of Ease of Use.....	29
2.1.5	Application Quality	30
2.1.5.1	Definition of Application Quality	30
2.1.5.2	Indicators of Application Quality	32
2.2	Previous Research	34
2.3	Hypothesis Development	35
2.4	Research Model.....	36
2.5	Framework of Thinking	37

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design.....	38
3.2	Population and Sample	39
3.2.1	Research Object	39
3.2.2	Population	39
3.2.3	Sample.....	40
3.3	Data Collection Method.....	42
3.4	Operational Definition and Variable Measurement	42
3.4.1	Operational Definition.....	42
3.4.2	Variable Measurement.....	43
3.5	Data Analysis Method.....	44
3.5.1	Research Instrument Test	44
3.5.1.1	Validity Test.....	44
3.5.1.2	Reliability Test.....	45
3.5.2	Descriptive Statistics	45
3.5.3	Classical Assumption Test	46

3.5.3.1	Normality Test	46
3.5.3.2	Multicollinerity Test	47
3.5.3.3	Heteroscedasticity Test	48
3.5.4	Multiple Linear Regression Analysis.....	48
3.5.5	Hyphotesis Test	49
3.5.5.1	t-Test	49
3.5.5.2	F-Test	49
3.5.5.3	Coefficient of Determination Test	50

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object.....	51
4.1.1	Brief Overview of Organization	51
4.1.2	Vision, Mission and Value of Lazada	52
4.2	Research Result.....	53
4.2.1	Test of Research Instrument.....	53
4.2.1.1	Validity Test.....	53
4.2.1.2	Reliability Test.....	56
4.2.2	Descriptive Statistic	56
4.2.3	Classic Assumption Test	61
4.2.3.1	Normality Test	61
4.2.3.2	Heteroscedasticity Test	63
4.2.3.3	Multicollinerity Test	64
4.2.4	Multiple Linear Regression Analysis	65
4.2.5	Determination Coefficient	66
4.2.6	Hyphotesis Testing.....	67
4.2.6.1	Hyphotesis t-Test (Partial)	67
4.2.6.2	Hyphotesis F-Test (Simultaneous;y)	68
4.3	Discussion	69
4.3.1	The Effect of Purchase Experience toward Repurchase Intention...68	
4.3.2	The Effect of Ease of Use toward Repurchase Intention.....69	
4.3.3	The Effect of Application Quality toward Repurchase Intention.....69	
4.3.4	The Effect of Purchase Experience, Ease of Use, and Application Quality toward Repurchase Intention.....	70

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusion	74
5.2 Recommendation.....	74

REFERENCES



LIST OF FIGURES

Figures 1.1	Google Review.....	2
Figures 1.2	Purchase Experience	5
Figures 1.3	Ease of Use	6
Figures 1.4	Application Quality.....	8
Figures 2.1	Research Model.....	36
Figures 2.2	Framework of Thinking	37
Figures 4.1	Histogram Graph	61
Figures 4.2	Normal <i>Probability Plot of Regression</i>	62
Figures 4.3	Scatterplot Graph	63

LIST OF TABLES

Table 3.1	Operational Variable Definition	43
Table 4.1	Result of Purchase Experience Variable Validity Testing	54
Table 4.2	Result of Ease of Use Variable Validity Testing.....	54
Table 4.3	Result of Application Quality Variable Validity Testing.....	55
Table 4.4	Result of Repurchase Intention Variable Validity Testing.....	55
Table 4.5	Result of Variable Reliability Testing.....	56
Table 4.6	Respondent Identity Build upon Gender	57
Table 4.7	Respondent Identity Build upon Usage Frequency	57
Table 4.8	Mean, Median and Mode	58
Table 4.9	Mean, Median and Mode	59
Table 4.9	One-Sample Kolmogorov-Smirnov Test.....	62
Table 4.10	Glejser Test.....	64
Table 4.11	Multicollinearity Test	64
Table 4.12	Multiple Linear Regression Analysis	65
Table 4.13	Determination Coefficient Test.....	66
Table 4.14	Partial Hypothesis t-Test	67
Table 4.16	Simultaneously Hypothesis F-Test.....	68

LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B KUESIONER.....	B-1
APPENDIX C PRE TEST DATA TABULATION.....	C-1
APPENDIX D VALIDITY AND RELIABILITY TEST RESULT.....	D-1
APPENDIX E MAIN TEST DATA TABULATION	E-1
APPENDIX F MAIN TEST OUTPUT.....	F-1

