

## DAFTAR ISI

ANALISIS KUALITAS LAYANAN SISTEM JUAL BELI ONLINE DI SITUS OTTEN COFFEE INDONESIA .....	1
ANALISIS KUALITAS LAYANAN SISTEM JUAL BELI ONLINE DI SITUS OTTEN COFFEE INDONESIA .....	2
PERNYATAAN BEBAS PLAGIARISME .....	<b>Error! Bookmark not defined.</b>
PENGESAHAN SKRIPSI .....	3
PENGESAHAN UJIAN SKRIPSI .....	<b>Error! Bookmark not defined.</b>
HALAMAN PERSEMBAHAN .....	6
MOTTO .....	7
Abstract .....	8
Abstraksi .....	9
KATA PENGANTAR .....	10
DAFTAR ISI .....	13
BAB I .....	20
PENDAHULUAN .....	20
1.1 Latar Belakang .....	20
1.2 Rumusan Masalah .....	24
1.3 Tujuan Penelitian .....	26
1.4 Manfaat Penelitian .....	27
BAB II .....	28

KAJIAN PUSTAKA.....	28
2.1 Penelitian Terdahulu.....	28
2.2 Landasan Teori .....	30
2.2.1 Jasa.....	30
2.2.2 Jual Beli .....	31
2.2.2.1 Jual Beli Online .....	32
2.2.3 Kualitas Layanan .....	33
2.2.3.1 Pengertian Kualitas Layanan .....	33
2.2.3.2 Dimensi Kualitas Layanan.....	33
2.3 Kerangka Pemikiran.....	40
Gambar 1. Kerangka Pemikiran.....	40
2.4 Hipotesis Penelitian.....	40
BAB III.....	42
METODE PENELITIAN.....	42
3.1 Lokasi Penelitian .....	42
3.2 Jenis Penelitian .....	42
3.3 Sumber Data dan Metode Pengumpulan Data.....	42
3.4 Populasi dan Sampel.....	43
3.5 Variabel Penelitian dan Definisi Operasional .....	44
3.5.1 Variabel Penelitian.....	44
3.5.2 Definisi Operasional .....	45
3.6 Metode Analisis Data .....	50
3.6.1 Analisis <i>Structural Equation Modelling</i> (SEM) .....	50
Tabel 3.1.....	57

Nilai kritis pengujian dengan AMOS (Ferdinand, 2000).....	57
BAB IV. ....	61
HASIL PENELITIAN DAN PEMBAHASAN .....	61
4.1 Gambaran Umum Responden.....	61
4.1.1 Responden Berdasarkan Jenis Kelamin .....	61
Tabel 4.1.....	61
Jenis Kelamin Responden .....	61
4.1.2 Responden Berdasarkan Usia .....	62
Tabel 4.2.....	62
Usia Responden.....	62
4.1.3 Responden Berdasarkan Pekerjaan .....	63
Tabel 4.3.....	63
Pekerjaan Responden .....	63
4.1.4 Responden Berdasarkan Penghasilan .....	64
Tabel 4.4.....	64
Penghasilan Responden.....	64
4.2 Analisis Data .....	64
4.2.1 Analisis Deskriptif .....	64
4.2.1.1 <i>Reliability</i> .....	65
Tabel 4.5.....	65
<i>Variabel Reliability</i> .....	65
4.2.1.2 <i>Accuracy</i> .....	66
Tabel 4.6.....	66
<i>Variabel Accuracy</i> .....	66

4.2.1.3 Acces .....	67
Tabel 4.7.....	67
Variabel Acces .....	67
4.2.1.4 Ease of Navigation .....	68
Tabel 4.8.....	68
Variabel Ease of Navigation .....	68
4.2.1.5 Trust .....	69
Tabel 4.9.....	69
Variabel Trust .....	69
4.2.1.6 Privacy .....	70
Tabel 4.10.....	70
Variabel Privacy .....	70
4.2.1.7 Personalization .....	71
Tabel 4.11.....	71
Variabel Personalization .....	71
4.2.1.8 Efficiency.....	73
Tabel 4.12.....	73
Variabel Efficiency.....	73
4.2.1.9 Price Knowledge .....	74
Tabel 4.13.....	74
Variabel Price Knowledge .....	74
4.2.1.10 Site Aesthetics.....	75
Tabel 4.14.....	75
Variabel Site Aesthetics.....	75

4.2.1.11 <i>Flexibility</i> .....	76
Tabel 4.15.....	76
<i>Variabel Flexibility</i> .....	76
4.2.1.12 <i>Overall Service Quality</i> .....	77
Tabel 4.16.....	77
<i>Variabel Overall Service Quality</i> .....	77
4.3 Uji Kualitas Data .....	79
Tabel 4.17.....	81
Hasil Uji Validitas dan Reliabilitas Penelitian.....	81
4.4 Analisis <i>Structural Equation Model (SEM)</i> .....	82
4.4.1 Uji <i>Goodness of Fit</i> .....	83
Tabel 4.18.....	83
<i>Goodness of Fit Index</i> .....	83
4.4.2 Hasil Pengujian Hipotesis.....	84
Gambar 2. Hasil Analisis SEM.....	84
Tabel 4.19.....	85
Hasil Estimasi Model Penelitian .....	85
4.5 Pembahasan.....	86
4.5.1 Pengaruh <i>Reliability</i> terhadap <i>Overall Service Quality</i> .....	86
4.5.2 Pengaruh <i>Accuracy</i> terhadap <i>Overall Service Quality</i> .....	87
4.5.3 Pengaruh <i>Acces</i> terhadap <i>Overall Service Quality</i> .....	87
4.5.4 Pengaruh <i>Ease of Navigation</i> terhadap <i>Overall Service Quality</i> .....	88
4.5.5 Pengaruh <i>Trust</i> terhadap <i>Overall Service Quality</i> .....	89
4.5.6 Pengaruh <i>Privacy</i> terhadap <i>Overall Service Quality</i> .....	90

4.5.7	Pengaruh <i>Personalization</i> terhadap <i>Overall Service Quality</i> .....	91
4.5.8	Pengaruh <i>Efficiency</i> terhadap <i>Overall Service Quality</i> .....	92
4.5.9	Pengaruh <i>Price Knowledge</i> terhadap <i>Overall Service Quality</i> .....	92
4.5.10	Pengaruh <i>Site Aesthetics</i> terhadap <i>Overall Service Quality</i> .....	93
4.5.11	Pengaruh <i>Flexibility</i> terhadap <i>Overall Service Quality</i> .....	93
5.1	Kesimpulan.....	95
5.1.1	Pengaruh <i>Reliability</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	95
5.1.2	Pengaruh <i>Accuracy</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	96
5.1.3	Pengaruh <i>Access</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	96
5.1.4	Pengaruh <i>Ease of Navigation</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	96
5.1.5	Pengaruh <i>Trust</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	97
5.1.6	Pengaruh <i>Privacy</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	97
5.1.7	Pengaruh <i>Personalization</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	98
5.1.8	Pengaruh <i>Efficiency</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	98
5.1.9	Pengaruh <i>Price Knowledge</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	98
5.1.10	Pengaruh <i>Site Aesthetics</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	99
5.1.11	Pengaruh <i>Flexibility</i> terhadap <i>Overall Service Quality</i> situs Otten Coffee Indonesia .....	99

5.2	Saran.....	100
	LAMPIRAN HASIL DATA KUESIONER.....	121
	LAMPIRAN HASIL ANALISIS.....	170

