

Table of Contents

LEGALIZATION PAGE	i
APPROVAL PAGE	ii
DECLARATION OF AUTHENTICITY	Error! Bookmark not defined.
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	vi
ABSTRACT	x
ABSTRAK	xi
CHAPTER I.....	1
1.1 BACKGROUND.....	1
2.1 PROBLEM FORMULATION	6
2.2 RESEARCH OBJECTIVES	6
2.3 BENEFITS OF RESEARCH	7
1.2.1 Theoretical Benefits.....	7
1.2.2 Practical Benefits	7
CHAPTER II.....	8
2.1 WEBSITE DESIGN	8
2.2 RELIABILITY	9
2.3 TRUST	9
2.4 CUSTOMER SATISFACTION.....	10
2.5 FRAMEWORK	11
CHAPTER III.....	12
3.1 RESEARCH LOCATION.....	12
3.2 POPULATION AND SAMPLE RESEARCH.....	12
3.3 TYPES AND DATA COLLECTION TECHNIQUES	13
3.4 DEFINITION OF VARIABLE OPERATIONAL AND MEASUREMENT RESEARCH.....	13
3.4.1 Website Design	13
3.4.2 Reliability.....	14
3.4.3 Trust.....	14
3.4.4 Customer Satisfaction.....	15
3.4.5 Customer Loyalty	15
3.5 VALIDITY AND RELIABILITY RESEARCH INSTRUMENTS.....	16
3.5.1 Questionnaire Validity Test.....	17
3.5.2 Questionnaire Reliability Test	18

3.6 ANALYSIS TECHNIQUE	19
3.6.1 Respondent Characteristics.....	19
3.6.2 Descriptive Analysis	19
3.6.3 Model Development On Theory	20
3.6.4 Structure Equation Model (SEM)	20
3.6.5 Model Interpretation and Modification.....	20
3.6.6 Goodness Of Fit Criteria.....	21
CHAPTER IV	25
4.1 STATISTICS-DESCRIPTIVE.....	25
4.1.1 Respondents Classification Based on Gender	26
4.1.2 Respondents Classification Based on Age.....	26
4.1.3 Respondents Classification Based on Allowance	27
4.1.4 Respondents Classification Based on Occupation.....	28
4.2 DESCRIPTIVE ANALYSIS	28
4.2.1 Website Design.....	29
4.2.3 Reliability.....	30
4.2.4 Trust	31
4.2.5 Customer Satisfaction	32
4.2.6 Customer Loyalty	33
4.3 VALIDITY AND RELIABILITY TEST	34
4.3.1 Validity Test	34
4.3.2 Reliability Test.....	37
4.4 GOOD OF FIT MEASUREMENT.....	38
4.5 HYPOTHESIS FRAMEWORK MODEL	39
4.6 DISCUSSION	43
CHAPTER V	46
5.1 CONCLUSION.....	46
5.2 RESEARCH LIMITATIONS	47
5.3 RECOMMENDATION.....	48
APPENDIX A	52
SECTION A: PERSONAL DATA.....	52
SECTION B: WEBSITE DESIGN	53
SECTION B: RELIABILITY	54
SECTION B: TRUST	54
SECTION C: CUSTOMER SATISFACTION	55
SECTION D: CUSTOMER LOYALTY.....	55

APPENDIX B	56
Validity And Reliability Test Of Research Instruments Results	56
APPENDIX C	61
Table Of Respondents Characteristics And Classification	61
APPENDIX D	62
The Result Of Indicator Identification	62
APPENDIX E	67
Final Structural Equation Model Full (Amos)	67

