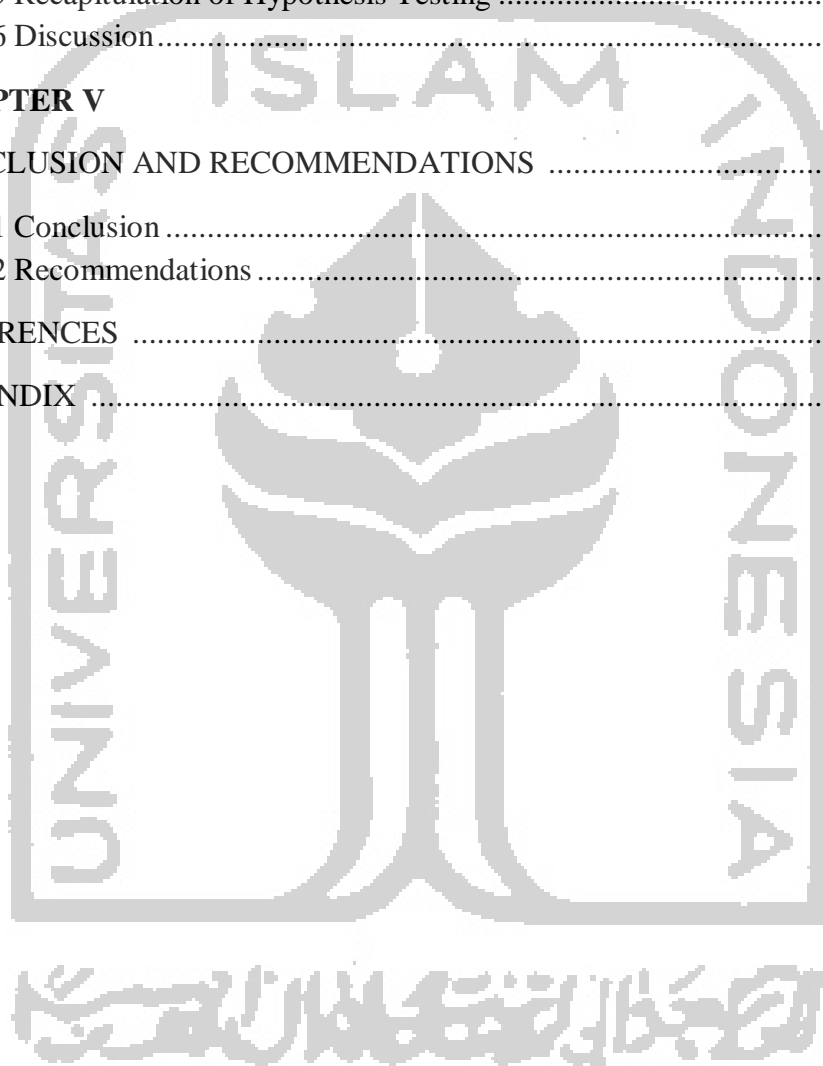


TABLE OF CONTENTS

	Halaman
COVER PAGE	i
TITLE PAGE	ii
LEGALIZATION PAGE	iii
APPROVAL PAGE	iv
DECLARATION OF AUTHENTICITY	v
ACKNOWLEDGMENTS	vi
TABLE CONTENTS	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
ABSTRACT	xv
CHAPTER I	
INTRODUCTION	1
1.1 The Background of The Study	1
1.2 Problem Formulation	4
1.3 Research Limitations	4
1.4 Study Objectives	4
1.5 Research Contribution	5
1.6 Systematics of Writing	5
CHAPTER II	
LITERATURE REVIEW	8
1.1 Theoretical Study	8
2.1.1 Online Customization	9
2.1.2 E-Satisfaction	12
2.1.3 E-Trust	13

2.1.4 E-Loyalty	13
2.2 Theoretical Framework	14
CHAPTER III	
RESEARCH DESIGN AND METHODE	15
3.1 Research Location and Research Objectives	15
3.2 The Scope of Research	15
3.3 Population and Sample Research	16
3.4 Data Collection Techniques	16
3.5 Definition of Variable Operational and Measurement Research	17
3.2.1 Online Customization	17
3.5.2 E-Satisfaction	18
3.5.3 E-Trust	19
3.5.4 E-Loyalty	20
3.6 Validity and Reliability Research Instrument	21
3.7 Analysis Technique	23
CHAPTER IV	
DATA ANALYSIS AND DISCUSSION	24
4.1 Respondent Characteristics	24
a. Gender	24
b. Age-Based Respondents	25
c. Job-Based Respondents	26
d. Online Shopping Experience	27
e. Where Respondent Find Out About Online Shop?.....	28
f. Loyalties of Online Shopping Customer	28
g. Online Customization Experience	29
h. Reason for Doing Online Customization	30
i. Online Customization Experience	31
4.2 Descriptive Analysis.....	32
4.2.1 Descriptive Analysis of Online Customization	32
4.2.2 Descriptive Analysis of E-Satisfaction	34
4.2.3 Descriptive Analysis of E-Trust	35
4.2.4 Descriptive Analysis of E-Loyalty	36
4.3 Test Statistics and Results	38
4.3.1 Validity Test	38

4.3.2 Reliability Test	39
4.4 Structural Equation Modelling (SEM)	40
4.4.1 Goodness of Fit Test	40
4.4.2 Hypothesis Testing	43
4.5 Recapitulation of Hypothesis Testing	44
4.6 Discussion	45
CHAPTER V	
CONCLUSION AND RECOMMENDATIONS	49
5.1 Conclusion	50
5.2 Recommendations	51
REFERENCES	53
APPENDIX	58



LIST OF TABLES

Table 3.1	Test Results I Reliability and Validity of Research Instruments	21
Table 4.1	The Gender of Respondent	24
Table 4.2	The Age of Respondent	25
Table 4.3	The Job of Respondent	26
Table 4.4	Online Shopping Experience	27
Table 4.5	Where Respondent Find Out Online Shop?	28
Table 4.6	Loyalties of Respondent Online Shopping Experience	28
Table 4.7	Online Customization Experience	29
Table 4.8	Reason of Doing Customization	30
Table 4.9	Loyalties of Respondent Online Customization Experience	31
Table 4.10	The Results from Data Analysis of Online Customization	33
Table 4.11	The Results from Data Analysis of E-Satisfaction	34
Table 4.12	The Results from Data Analysis of E-Trust	35
Table 4.13	The Results from Data Analysis of E-Loyalty	37
Table 4.14	Validity Table	38
Table 4.15	Reliability Table	39
Table 4.16	Model Feasibility Criteria	42
Table 4.17	Inner Weight Results in AMOS Output	43
Table 4.18	Recapitulation of Hypothesis Test Results	44

LIST OF FIGURES

Figure 2.1 Theoretical Framework	14
Figure 4.1 The Results of the AMOS Data Structural Equation Model	41



LIST OF APPENDICES

APPENDICES A. Research Questionnaire	58
APPENDICES B. Validity and Reliability Test (SPSS)	73
APPENDICES C. Frequency of Characteristics of Respondents	82
APPENDICES D. Results of Model Measurement (SEM) with AMOS	87

