

ELECTRONIC WORD OF MOUTH ON ONLINE SHOPPING

A THESIS

Presented as Partial Fulfillment of the Requirements

To Obtain the Bachelor Degree in Management Department



By:

AgungNugroho

Student Number: 08311055

**DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2013**

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By

AGUNG NUGROHO

Student Number: 08311055

Approved by

Content Advisor,

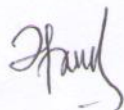


Asma'i Ishak, Drs., M.Bus, PhD.

July 12th, 2013

الجامعة الإسلامية
الاستاذ الاندو

Language Advisor,



July 11th, 2013

Nina Fitriana, MA

ELECTRONIC WORD OF MOUTH ON ONLINE SHOPPING

By

AGUNG NUGROHO

Student Number: 08311055

Defended before the Board of Examiners
On July, 19th 2013
And Declared Acceptable

Board of Examiners

Examiner 1

Anas Hidayat, Drs., MBA., Ph.D

Examiner 2

Asma'i Ishak, Drs., M.Bus, Ph.D.

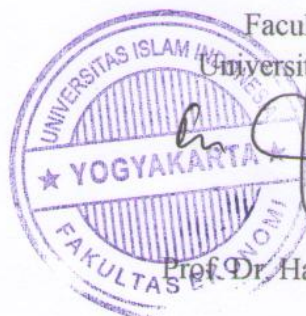
Yogyakarta, July, 2013

International Program

Faculty of Economics

Universitas Islam Indonesia

Dean



Prof. Dr. Hadri Kusuma., M.B.A.

DECLARATION OF AUTHENTICITY

Herein I declare the originality of this thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of this thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation for its consequence.

Yogyakarta, July 17th, 2013


Agung Nugroho



ACKNOWLEDGEMENT

In the name of Allah

It has been hard work, incredibly difficult at times, but extremely rewarding, and I am surprised and amazed to have made it to this point. I have a number of people to thank for their support in getting this far on this bachelor journey.

Thanks very much to my thesis content advisor Drs. Asmailshak, M.Bus, Ph.D for your simple and little word over the last two years; I understand well what you are taught to me. Mbak Nina Fitriana, MA as my language advisor for the correction to my bad english writing. Proquest, EBSCO, and Gale Cengage developers, you guys have a special seat at heaven!

My deepest gratitude goes to my family for their unflagging love and support throughout my life. This thesis is simply impossible without them. I am indebted to my father, HadiWinarto for your care and love. Almost one year you wait here asking frequently my thesis progress, and I lied many time. Sorry and I love you pap. I cannot ask for more from my princess NurhidayatiPurwaningsih. I have no suitable word that can fully describe your everlasting love to me. AndikaSetiawan as my first bro, you make me understand about automotive things. I feel proud of my brother WahyuJatmiko, you had been a role model for me to follow unconsciously when I was a teenager and has always been one of my best partner. Endahwulandari, thank to your unconditional support, your dishes drive my taste.

My friend Rahmi Elsa Diana, not necessarily for coming along at the right time, but for the very special person she is. For the incredible amount of motivation she had with me in the last four months. May this accomplishment boost your thesis too.

I would also like to thank MbakMeika and Mas Yudha from coklatnDalem for revealing another part of me. You guys was always open for interesting discussions, I am amazed by your sharable talents. I am sure my personality not the most wanted by corporations, but these improvements make me confident.

Sigitpamungkas as a big brother figure in campus, and of course mainly for helping me out with all the things as IP student. FaizinRahmadSetiaji, DonyAdhika, and RadenFitraPradipta, I am glad to have you in such critical time. Thank for the listening that listeners don't have time for. Mr. Badjengans JM Varian, you should apologize to me for being so rude every time.

Chandri, Fina, and Lila, thank for love and support, for putting up with my moods and grumpiness at times, and for allowing my ego high that time. Kak Via and Sandra, my every time thesis reminder, I do finish this thesis less than a week. Some Ull students that have been invaluable on the practical side of things: Zhafiri, Kiki, Bogik, Pambut, Pikek, Gentur, Luksi, Arief, Icak, Jihat, Tommy, Ellan, Dinda,

AidiennooradzanHalidi, my real time partner in crime, I owe you my success and just wait that time comes. AmaliaRamadhanaMandiri and Mafriyani Hamid, I am still regret why booth of you do not join International Program in Law and Industrial Engineering Faculty, we rule universe! Little time but enough for transferring knowledge from humbles person on earth WikeAnggraeni Nagoya, thank you and always belief everything have its time. Donna IsmaraNasution, strong leader and supportive adviser to all Al-Zaytun friends, glad to know you Don. My brother ChairulFitrahSalampessy and Reza Abdillah, thank for your advices in hard time, you have done that with so much imagination and fun. DidaKhrisna, thank for being so care lately, you are real bad boy. Vany, Randi, Ikram, Maya, Ainah, Agus, Bojes, Anton, Syaikh, Timtem, and all Al-Zaytun friends in other part of Indonesia see you all at top.

Last but not least, members of International Program staff. Also deserve my sincere thanks, their friendship and assistance has meant more to me than I could ever express. I could not complete my work without invaluable friendly help.

Finally, further comments, critiques, and suggestion will be appreciated in order to make this thesis better. Hopefully, this thesis could open a wider knowledge on the field of study.

Alhamdulillahirabbil'alamiin

Yogyakarta, July 2013

Agung Nugroho

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ABSTRACT

AgungNugroho (2013). Electronic Word of Mouth on Online Shopping

Internet can be accessed whenever and wherever people want to use it, and it becomes part of human life. The internet connection, which in the last days was known as high technology thing, now becomes a normal thing. The needs of human always growth and make the growth of science and technology become high. Internet breaks traditional market in the way people buying things. People cannot just only buy books, t-shirt, and computer stuff are bought online, but also holiday trips and several product and services that was unimaginable to buy in the past. As long as there is internet facility, people can buy things wherever they want to without visiting the store. This fact change buyer mindset to buy things through online shopping.

This research will investigate the influence of site characteristics, customer satisfaction, E-trust, to Electronic Word of Mouth (eWOM) in Online Shopping. Result indicates that site characteristics which: shopping convenience, site design, informativeness, security, communication; customer satisfaction, and trust are positively support eWOM

Keyword: *Site Characteristics, Shopping Convenience, Site Design, Informativeness, Security, Communication, Customer Satisfaction, E-Trust, Electronic Word of Mouth (eWOM)*

ABSTRAK

Agung Nugroho (2013). Elektronik Word of Mouth dalam Belanja Online

Internet dapat diakses dimanapun dan kapanpun konsumen ingin menggunakannya. Koneksi internet yang sebelumnya dikenal sebagai teknologi canggih, sekarang berubah menjadi normal. Kebutuhan konsumen terus meningkat dan mengakibatkan pertumbuhan ilmu dan pengetahuan menjadi semakin canggih. Internet merubah cara normal konsumen berbelanja. Tidak hanya membeli buku, baju, dan peralatan computer yang dapat dibeli online, tetapi perjalanan wisata dan beberapa produk dan servis yang tidak pernah dibayangkan untuk terbeli dimasa lampau. Selama disana ada fasilitas internet, konsumen dapat membeli beberapa barang dimanapun dia mau tanpa harus mengunjungi toko. Fakta ini mengubah mindset konsumen untuk membeli barang melalui online

Penelitian ini akan menginvestigasi pengaruh dalam karakteristik situs, kepuasan pelanggan, kepercayaan, terhadap Elektronik Word of Mouth (eWOM). Temuan mengindikasikan bahwasannya karakteristik situs yaitu: Kenyamanan Belanja, Desain Situs, Keinformatifan, Keamanan, Komunikasi; Kepuasan Pelanggan, dan Kepercayaan memiliki efek positif terhadap eWOM.

Keyword: *Karakteristik situs, Kenyamanan Belanja, Desain Situs, Keinformatifan, Keamanan, Komunikasi, Kepuasan Pelanggan, Kepercayaan, Elektronik Word of Mouth (eWOM)*

CHAPTER I

INTRODUCTION

1.1. Background of Study

Technology as we know plays an important role in every aspects of human life, and the development itself has become bigger every days. The Economics growth in Indonesia now is facing a rapid development and non-stop innovation especially in internet usage. Internet can be accessed whenever and wherever people want to use it, and it becomes part of human life. The internet connection, which in the last days was known as high technology thing, now becomes a normal thing. The needs of human always growth and make the growth of science and technology become high. Increasing human needs towards the technology has made the needs of people for internet usage becoming high.

Internet breaks traditional market in the way people buying things. People cannot just only buy books, t-shirt, and computer stuff are bought online, but also holiday trips and several product and services that was unimaginable to buy in the past. As long as there is internet facility, people can buy things wherever they want to without visiting the store. This fact change buyer mindset to buy things through online shopping.

Indonesia nowadays follows trend above in online Shopping. Through several websites which provide online shopping like, Kaskus, Facebook, batamshop, eBay, Amazon, Tokobagus, iTunes, beads, Hijup, mbakdiskon, grahatour, IVEJSHOP, kizaru animanga, belbuk, yaopay, oriflamme, dealkeren, dastanbooks, reptilX, SKC&Bhineka, nulisbuku, tokokainflane,

ltbstore.blogspot, kaosbolaclothing, and gramediaonline. They provide easy and simple way to buy their product.

Based on Chung and Shin (2010), there are important attribute for customer as follows: shopping convenience, site design, informativeness, security, and communication. In general shopping convenience is how customers buying product or service in easy ways. Maybe it contains catalog or kind of bunch of picture in slide show. Site design should also be interesting to use. Big company like Twitter, Facebook, and Kaskus, use several ways in changing their design to support customer navigation. Content quality makes customer attached to the site, for example Google phenomena. This search engine becomes free encyclopedia for a whole people in the world because of its information.

While doing online transaction, privacy should be maintained. High level of security leads to customer satisfaction. Today online transaction become most common transaction in information and technology era, so this is should be concerned by web developer. Furthermore, to gain feedback from customer, there should be 2 ways communication. Maybe website developer can make system or leave the phone number in the web, so the company will receive good feedback from customer if there is complain.

Empirical studies shows that site characteristic have a high correlation with customer satisfaction (Chung and Shin, 2010). This finding strengthened past research stating that shopping convenience (Myers and Wimsat, 2012), site design (Chang and Wang, 2011), informativeness (Gounaris, Dimitriadis, and Stahtakhopolos, 2010), security (Ranjbarian et al, 2012), communication (Chung and Shin, 2010) are related to customer satisfaction.

Subsequently, those findings can be good information for online customer to develop their own websites. Overall evaluation of performance to date, affective commitment captures the trust and reciprocity in a relationship, and calculative commitment captures the existence of switching costs or lack of practical alternatives lead to customer satisfaction

(Gustafsson et al, 2005). Empirical study shows that customer satisfaction is positively related to trust (Kassim and Abdullah, 2010) and Word of Mouth (Raneweera and Prabhu, 2003). Kim (2009) stated that trust is found to have positive influence on customers' intention to spread positive WOM.

1.2. Problem Formulation

To make the problem more specific and efficient, this research will focus on these points:

1. Does Shopping Convenience have positive effect on customer satisfaction?
2. Does Site Design have positive effect on customer satisfaction?
3. Does Informativeness have positive effect on customer satisfaction?
4. Does security have positive effect on customer satisfaction?
5. Does Communication have positive effect on customer satisfaction?
6. Does Satisfaction have positive effect on trust?
7. Does Satisfaction have positive effect on Electronic Word of mouth?
8. Does Trust have positive effect on Electronic Word of mouth?

1.3. Research Objective

The objectives of this research are:

1. To know whether Site Characteristics (Shopping Convenience, Site Design, Informativeness, Security, and Communication) have positive effect on customer satisfaction
2. To know whether Satisfaction have positive effect to trust
3. To know whether Satisfaction have positive effect on word of mouth
4. To know whether trust have positive effect on electronic word of mouth

1.4 Research Benefit

In this research, several benefits would be achieved:

1. Theoretically

- To develop a better understanding of such constructs as well as to explain their relationship
- To conduct an exploratory investigation of this model

2. Practically

This research can help client or the next scholar in making decision related with Site Characteristic, Satisfaction, Trust, and eWOM in online Shopping

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

With over 200 million population, Indonesia have huge potential of internet user, Abrijani (2012) predicted that the growth internet user in Indonesia in 2013 will be 30 % as the result before in 2012 from 63 million up to 82 million. Growing of technology make people easier to do anything, figure out how many entrepreneurs have new market on it, and like customer doing online buying activity instead of doing it manually.

In this chapter, more explanation about site characteristic and several variables on it (Shopping convenience, site design, informativeness, security, and communication) will be connected one other to customer satisfaction – Commitment and E-Word of Mouth (E-WOM). In the end, Hypothesis formulation will be shown in order to make the further research easier.

2.2 Electronic Word of Mouth (eWOM)

In terms of affective identification, since the service industry is an industry of trust and experience, when consumers produce affective identification, they will love to share their experiences with their friends and relatives. That is, WOM behavior will be produced, Chu and Li (2010)

The temptation is strong for marketers to try to “create buzz” through viral campaigns and other forms of “word of mouth marketing.” However, it is not clear how productive these activities really are. As we have discussed, WOM is complex phenomenon and generally not something that can be controlled directly, Allsop and Hoskin (2007)

Word-of-mouth based URL discovery, including its impact on URL popularity, dependence on users with a large number of followers, and effect on the diversity of information discovered by users (Rodrigues et al, 2011)

There is measurement by Kaplanidou and Vogt from Recreation and Tourism field:
WOM can be measured by:

- Creating a database and monitoring the visitation patterns of operations
- Training and empowering employees to acquire information from customers
- Adding questions to customer surveys that relate to WOM activity
- Conducting focus groups to understand what their customers usually “talk” about
- Benchmarking satisfaction.

Add by Gauri and Rao (2008), all the attributes, positive customer reviews have the greatest impact on repurchase intention.

Interesting founding by Bouchard (1994), if agent perform some active modifications of the information spreading on the network, they generate a social value of information. In the context of a firm seeking to spread information about its product, this social value can be thought as the valuation that agents form about the product by talking to each other, without any intervention. Such valuation can be positive, or negative, depending on how information is modified.

If an individual's stays with an organization because of likelihood, then any WOM communication that takes place should be spread. In opposite, high sacrifice commitment of individual, no significant impact on information spreading. As predicted, those people who sacrifice will act passively with an organization. When data tested in veterinary industry, the level of perceived service quality positively affect satisfaction or an individual WOM communication moreover, when service quality resulted low. In other words, consumers are more likely to engage actively in WOM communication when service quality is low. It is

maybe an attempt to warn other and protect them from experiencing similar problem with the service provider (Walker, 2001)

Study which conducted by Molinary et al, (2008) stated that quality to positive word of mouth found as strongest significant by all of the concepts. Satisfaction to repurchase and word of mouth to repurchase was found significant. Directly or indirectly, positive WOM is very important issues in work environment. Manager should know how to get their customers spread word about good company service that received by them. Maybe several payments as reward can be conducted. Customer expectation is the key to know how good service known by customer and manager can generate messages that raise expectations above what the organization can actually deliver. Soon, fulfilling their request is the last step.

Two sides WOM are more effective advertisement (Ying and Chun, 2007), marketers may use this as marketing tools. For example, sliming product on TV usually updated information about customers who successfully lost some weight. Virtual Brand Communities (VBC) created, to be brand ambassador of the product. The result clearly show that participant in a VBC is related to positive WOM (Vela, 2011). By at least registering for the community, boosts satisfaction, affective commitment, and positive WOM activities. VBC can help company identify the need and desires of individual or group of people.

There is new concept drive through growing up information and technology, Electronic word of mouth is a concept that has seemed to grow by leaps and bounds over the past decade (Tiana, 2011). E Wom affects behavioral intention, Kamtarin (2012)

Based on Dr. Eaton from University of Arizona, E word of mouth marketing can create intrigue and generate buzz leading to traffic on a particular website (e.g., typing commands for a cartoon character to follow), which will in turn promote the company's offerings. It can combine by another marketing tool to effectively force the customer to share

with their friends. There exists some other levels in eWOM studies, such as product class, industry, strategy, and else, believed by Cheung and Thadani (2010)

Another word from Litvin et al , (2005) stated that early step of e WOM appears to customer with combining offline techniques for managing interpersonal influence (i.e., stimulating and creating opinion leaders). From Bogazici University, Seraj say that eWOM is an exponentially developing resource that influences the buying decisions of consumers.

To add another understanding of how WOM influences important intermediary variables in the choice process for experience goods, Liang and Corkindale from UNISA said that. eWOM in all forms of its valence, can be seen to moderate the price effect on perceptions of quality for an experience, service good and in our study's circumstances its influence as a cue to quality perception dominates that of price.

In the Traveler review from business school from Amsterdam there is three important things about eWOM. First, more positive e-WOM of location, environment and service will lead to more visits to a hotel's webpage. Second, for price-oriented customers, the Figure-form e-WOM perceived as more influence than Word-form eWOM. Third, those obviously high or low rating scores of eWOM perceived more influence than average rating scores. (Ding, 2011)

Another Studied by Chen (2011), found another three founding's, First, this study indicates that loyalty is influenced electronic significantly and positively by word-of-mouth. Second, satisfaction influences directly on loyalty and is the indirect influencer of loyalty via electronic word-of mouth. Finally, technology readiness plays an important role in forming satisfaction, electronic word-of-mouth, and loyalty. And, technology readiness is the most motivator of loyalty in this study. Chen (2011)

2.3 Site Characteristic

Many years ago, development of website has growth rapidly. The change of paradigm from the product-oriented shaped into customer-centered websites drives competition among organization making site to attract customer. Several authors made research about site characteristic. Tarafdar and Zhang (2005) identified four characteristic. The first is about the content of the information in the website, the information should be relevant to the purpose of the website, easy to read and comprehend, useful, acceptable, and up-to-date. The second is the Navigation in using the website, in term of design, layout, and classification. It also includes the effectiveness of hyperlinks and overall organization information, so these characteristics affect the user in navigating the website. The third is the website should be easy to use, it should be design to application that associated with it with effective portion. Like to use graphics, multimedia, and other interactive elements, that makes the website interesting and easy to use. The last is providing personalization and capability to customized information based on specified groups of customer, such as the “one click” feature or “My Yahoo” will help customers to easily return to specific information and easy to interact with website.

Around 100 college and university websites were analyzed by Hite & Railsback (2010). They found the website to be customer/audience centered by seeing following characteristics:

(1) consistent use of the same text and background colors on both home and linked pages,

(2) consistent use of font styles,

(3) web page loading time within 10 seconds, and

(4) and placement of hyperlinks (menus) across the top of the screen or in a column downs the left side of the screen.

Another past research by Kim and Ahn (2006) stated that site characteristics of a Website owned by firm would only use the website as communication media to its customers. Usability includes interface consistency, time responds, and interaction styles are included as other considerations besides security. They are regarded as proof of the company capability to fulfill its promises to customer trust. Security in this study is the perception of how secure customer transaction in a particular website

Related on table of Tan, Tung, and Xu, following website characteristics in past literature:

Theory Perspective	Major Constructs	Reference
TAM Theory Acceptance Model	<u>Ease of use</u> Product Search Mechanisms, Challenges, Visual representation, Customized design, Navigation, Interactivity, Response time, Ease of understanding, Consistent image, Intuitive operations <u>Usefulness</u> Functional service, Information service, Content, Access Costs, Perceived information quality, Perceived system quality, Perceived service quality, Tailored information, Informational fit-to-task, , On-line completeness <u>Perceived Playfulness</u> Perceived visual attractiveness, Emotional appeal, Visual appeal, Perceived enjoyment,	[Benbunan-Fich 2001], [Moon and Kim 2001], [Koufaris 2002], [van der Heijden 2003], [Lee and Lee 2003], [Shih 2004], [Kim and Stoel 2004], [Loiacono et al. 2007], [Ahn et al. 2007]
	Presentation flaws, Site breadth, Download Delay, Flash use, Information format, Recommendations system, consumer reviews system, Personalized	[Palmer 2002], [Hong et al. 2004], [Hong et al. 2005], [Everard and Galletta 2005], [Song and Zahedi 2005], [Tam

HCI Human Computer Interaction	content services, Website Informativeness, Functionality, Structure, Navigation/Organization, Interactivity, Responsiveness, Information/Content, Promotion, Service, External interpersonal sources, Purchase facilitation, Content relevance, Text, Graphic, Website Accessibility	and Ho 2006], [Webster and Ahuja 2006], [Galletta et al. 2006], [Kumar and Benbasat 2006], [Liang et al. 2006], [Mithas et al. 2006], [Pavlou et al. 2007], [Mu and Galletta 2007], [Holsapple et al. 2005], [Couture et al. 2005], [Qiu and Benbasat 2005], [Ho and Tam 2005], [Ben-Bassat et al. 2006], [Zhang et al. 2005]
Integrated Frameworks	Relevance, Media use, Depth/breadth, Current information, Goals, Structure, Feedback, Promotion, Community, Personalization, Refinement, Challenge, Plot, Character strength, Pace, Design, Appearance, Specific content, Content quality, Technical adequacy, Navigation structure, Playfulness, Information quality, System quality, Service quality, Relevance, Design, Speed, Readability, Progressiveness, Currentness, Sufficiency, Interactivity, Timeliness, Scope, Access, Enjoyment, User empowerment, Visual appearance, Technical support, Organization of information content, Credibility, Impartiality, Reliability, Security, Privacy, Informational Fit- To- Task, Tailored Information, Trust, Response Time, Ease Of Understanding, Intuitive Operations, Visual Appeal, Innovativeness, Emotional Appeal, Consistent Image, On-Line Completeness, Relative Advantage	[Huizingh 2000], [Liu and Arnett 2000], [Zhang and von Dran 2000], [Zhang and von Dran 2001], [Geissler 2001], [Agarwal and Venkatesh 2002], [Aladwani and Palvia 2002], [McKinney et al. 2002], [Ranganathan and Ganapathy 2002], [Robbins and Stylianou 2003], [Venkatesh and Ramesh 2006], [De Wulf et al. 2006], [Fang and Holsapple 2007], [Loiacono et al. 2007] , [Shergill and Chen 2005], [Hornbat 2006], [Mao et al. 2005]

Hence, all past research in site characteristic, many result found and used to acquire another future research, since the methodology, and concept used is different. Finally, centered to Chung and Shin (2010), this research will identify important factor through

customer, they are shopping convenience, site design, informativeness, security, communication.

2.3.1 Shopping Convenience

Based on Kathleen and Leopard (2000), The demand for more useful shopping reflects several trends, including increasing numbers of women in the labor force and consumer perceptions of limited time. Because working women normally keep family management responsibilities, useful alternatives to traditional routines like shopping have become a lesser amount of a luxury and more of a necessity. Park et al (2010), added that shoppers who have tendencies toward sensory innovativeness are tending to show hedonic shopping styles such as brand consciousness, recreational orientation, fashion consciousness, impulsive shopping and habitual/brand loyal orientation.

Lim & Dubinsky (2004) stated that web sites should ease customers to use it, to receive order confirmations via e-mail, including information about shipping, returns, and order tracking numbers, and facilitate order processing. In the other hand, the mobile internet technology has opened new shopping experience by offering easy use for shoppers to do internet-enabled mobile phone subscription. This is additional benefits that include convenience, ubiquity, flexibility, and personalization, Yang (2010)

Several types of convenience can be considered through the shopping process. For instance, products that are easy to reach possess "access convenience", while products that are easy to find and to compare show "search convenience" ".Possession convenience" occurs when products are easy to obtain, while ease of purchase and return enable shoppers to have "transaction convenience". In addition, shopping that is quick and without delays

expresses “time convenience”. Shopping close to home, home delivery, and shopping through non-store methods at home are all ways of gaining “place convenience” (Carol & Jay 2002)

In the same research, Myers and Wimsat (2012), found similar result like Chung and Shin (2010), that shopping convenience has positive impact on customer satisfaction

Thus, the following hypotheses presented as:

H1. Shopping Convenience will have positive effect on customer satisfaction.

2.3.2 Site Design

Interaction with customer will probably happen to this site characteristic thing. Electronic commerce on the internet is increasing the commercial use of website and the need for using website. Well-designed website will become more critical in the way customer bought. As the time goes by, development of website are ongoing activities or not a “one-off project”, it needed continuous improvement to see how appropriate creation and management of website itself (Clyde, 2000).

Turn & Wagner (2004) spread quick voting to several users and emerge on design and informational site, and the result was website should be ongoing and repetitive. Design features include the number of links, provision of information, the provided frequently asked question (FAQ), image size, product number, and the type of navigation. Initial studies have considered only visual factors in effective web site design, including structure, navigation, contents, visual layout, and media (IBM, 1999)

Sung, Shaw and Schneider, (2003), explain website design becomes a critical success factor. Consumer interacts through website layout and appearance, which reflect the business. Consequently, it may become one of the main factors in judging how corporation was.

Significant evidence should be provided to support other work used in several cultures. Web content and directions related to specific cultural preferences include layout, symbols, navigation, and the use of color, significantly needed to create culturally appropriate sites. However, web site design should contribute to development of online customer trust, loyalty, and satisfaction (Cry and Smith, 2004)

Next, the numbers of online consumers are rapidly growing. It appear that user prefer to use local website to foreign website. Although there are financial costs associated with web site localization, if online customers are more trusting, satisfied, and loyal to web site, then the benefits can be expected (Cry, Kindra, and Dash, 2008)

Chang and Wang (2011) said that website design is an important dimension, because it affects both customer satisfaction and consumer perceived value. Szymanski & Hise (2000) emphasized that there should be positive correlation between web design and customer satisfaction.

Therefore, the proposed hypothesis is;

H2: Site Design will have positive effect on customer satisfaction

2.3.3 Informativeness

Based on Zhang, Tarafdar, and Mondieepa (2006), for information related websites such as News & Information websites, Search Engines & Portals, information quality, usability, ease of navigation and speed are the most important characteristics. It is because user should find relevant, meaningful, and appropriate information in surfing on the Internet.

Reviewing federal law governing accessibility should be concerned by individuals in the computer information system fields. Some false principles related to hyperlink:

1. Using photo as hyperlinks (74%)
2. Using colors other than the defaults blue color for linked text (67%)
3. Having an easy method to get back to the home page from linked pages (50%)
4. Using bullets as links (23%)

Web developers should recheck and remove unnecessary information link, since people will overlook those types of links (Hite & Railsback, 2010). Jiang and Rosenblum (2005), added that frequently asked questions (FAQs) can be maintained continuously to update information on the company. Therefore, what customer expects for rich and credible content from website as an information system can be done.

Simple and relatively information has shape to dynamic and multimedia based content. The amounts of information increase rapidly; make finding the right useful information difficult (Tarafdar and Zhang, 2008). Easy example, the Google's phenomena as search engine. The relevance and accuracy of information of search result determine the success of website.

Another research conduct by Gullikson etc. in 1999 stated that lack of navigational aids and labeling concepts affect usability of website. Difficulty of interpreting and navigating the menu structure lead to dissatisfaction with the site.

By all statement above, it can be concluded that informativeness is important in website development. Gounaris, Dimitriadis, and Stahtakhopolos (2010) emphasized that information is one of key drivers that affect significantly satisfaction from e-shopping.

Therefore, the proposed hypothesis is;

H3: Informativeness will have positive effect on customer satisfaction

2.3.4 Security

Security of web sites is a major concern not only for the library industry, but also for other industries and governments. Kuzuma, (2010) in her research said that managerial act such as performing periodic audits and risk assessment can help determine which systems are most vulnerable and need to be secured by librarian staff, because growing threats in websites are fast.

Mentioned by over 36 respondent in research conducted by Miyazaki et al, (2001) that security of personal and financial information is top concern of security. Lower risk security can be solved by increasing level of internet experience, higher level of internet experience higher concern on online privacy. As e-commerce has grown so have concerns of online consumer privacy, the protection of consumer information are nature of online communication (Bashear et al, 2008).

Financial security in online transaction becomes popular topic in e-commerce. Consumer decision to buy online would concern on the security level. Online security plays an important role in e-satisfaction (Szymanski & Hise, 2000). Research conducted by Maditinos and Theodoritis (2010) that there is specific strong effect that product and service information quality as well as user interface quality and security perception have on overall satisfaction

Therefore, in line with research done by Ranjbarian et al, (2012), there is positive relationship between security and e-Satisfaction

Therefore, the proposed hypothesis is;

H4: Security will have positive effect on customer satisfaction

2.3.5 Communication

Scientific communication on the web is starting point for further investigation to know how good web publication on scientific field (Seiden et al, 2004). Some websites selected each communication through several ways, like e-mail address, direct phone number, and physical address. However, email can be used to inform new product development or offerings, and special purchasing incentives (i.e., discounts, coupons). In online environment, shoppers would look into trusted site, and good strategies around website communication will rise the opportunities for gaining interaction with customer.

Since communication is an important web site strategy, online vendor that openly interact with customers may gain more trustworthy. The communication variable is found to be the second strongest predictor of website trust (Wakefield et al, 2004). Web is a powerful customer communication channel that can be implemented in various industries (Knezevic et al, 2011). Higher industries are implementing web more often than smaller one, but there is interesting finding in Knezevic research that companies in Bulgaria, Slovenia, Greece, and Romania are less interactive than companies of Croatia and Turkey in implementing web as an important and vital part of their customer communication strategy. Even though those four countries are member of EU and the rest are not.

Previous study of university website indicate that website are used for one way communication, this study shows the school phone number is provided on most websites, allowing one form of two way communication, Hite and Railsback (2010). Web developers should recognize website as one component of an organization's overall information systems so that its content should give two-way communication to gain feedback. Nike online shoppers (www.nike.com) can customize shoes, colors, styles, and even select a name or message. Similarly, communication on useful offers, as is done with social networking sites such as Osoyou ([www. Osoyou.com](http://www.Osoyou.com)) (Maghrabi and Dennis, 2011).

Based on statement above, and in line with Chung and Shin (2010), it is found that communication will have positive effect on customer satisfaction.

Therefore, the proposed hypothesis is;

H5: Communication will have positive effect on customer satisfaction

2.4 Customer Satisfaction

Customer satisfaction is an overall evaluation of performance to date, affective commitment captures the trust and reciprocity in a relationship, and calculative commitment captures the existence of switching costs or lack of practical alternatives (Gustafsson et al, 2005)

Customer satisfaction will be impacted by perceived quality if there is rapidly improving general standards of service delivery (Heiler et al, 2003). E-commerce customer satisfaction significantly influences customer loyalty to play the role of partial mediator between each of the user interface quality and information quality constructs and customer loyalty (Meid, 2011).

Smith and Bolton (2003), found that service failure would directly affect emotion on customer satisfaction. They will react to service failures in trusting or believing service (e.g. financial, legal, medical, and service) may be even more emotion troubled than their reaction in hospitality industry. Additionally there is evidence that quality, value, and satisfaction directly influence behavioral intentions (Cronin et al, 2000)

Consumer satisfaction of a content-driven web site influences attitude towards the web site (Sport team). This result shows that the influence of consumer satisfaction on sports consumers' attitudes towards the web site is consistent with the findings of research conducted in traditional settings investigating consumer satisfaction and its influence on consumer attitudes (Carlson and O'Class, 2010). Different level of customer satisfaction have

significantly negative direct effects on customer complaints or significantly positive directly effects on customer loyalty (Yu et al, 2005)

Above all statement above, there is positive linkage between website satisfaction, website trust, and website loyalty in the development of the online brand relationships (Horpu et al, 2008). Next, in line statement by Kassim and Abdullah, 2010 that customer satisfaction is positively related to trust.

In contrast, dissatisfied customers who complained to the marketer are potentially bring negative Word of Mouth (WOM). In some case, complaining also has the ability to reduce dissatisfaction by allowing unhappy customers to say their anger and frustration (Nyer and Gopinath, 2005)

Subsequently, research conducted by Ranaweera and Prabhu (2003) found that satisfaction and trust also have significant positive effect on WOM.

The following hypotheses presented as:

H6: Customer Satisfaction will have positive effect on Trust

H7: Customer Satisfaction will have positive effect on WOM

2.5 Trust

Education to the employee in the context of big industries plays important role. Employee enrolment, clear and strict standards operation procedures will lead to customer trust. Therefore, training should be held and prepared outside daily business. This delivers a chance to build trust based on credibility in the so-called “moments of truth” (Kantsperger and Kunz, 2010)

Garbarino and Johnson (1999) said that future targets of low relational customers are driven by overall satisfaction; whereas the future target is driven by trust and commitment. In addition, will lead to High relational consistent subscribers. On the other hand, Eid (2011)

found that user interface quality, perceived security risk, and perceived privacy are strongly related to trust.

In the mobile phone case, as far as trust is concerned, potentially negative attitude may happen between past reactions and nowadays such as marketers who negatively sending bad text message. Hence, there will be negative relationship because the same text format is less preferable (Al alak and Alnawas, 2010).

Meanwhile in online site, Mosavi and Ghaedi (2012) found that as trust increase, commitment tends to get stronger. Because positive relationship between trust and commitment found, once trust is establish, customers are tend to commit themselves to website. Added by Zhu et al, (2011), trust does influence customer attitudes and behavioral intentions. Easy-operation website sustains consumer confidence in online purchasing and in trust.

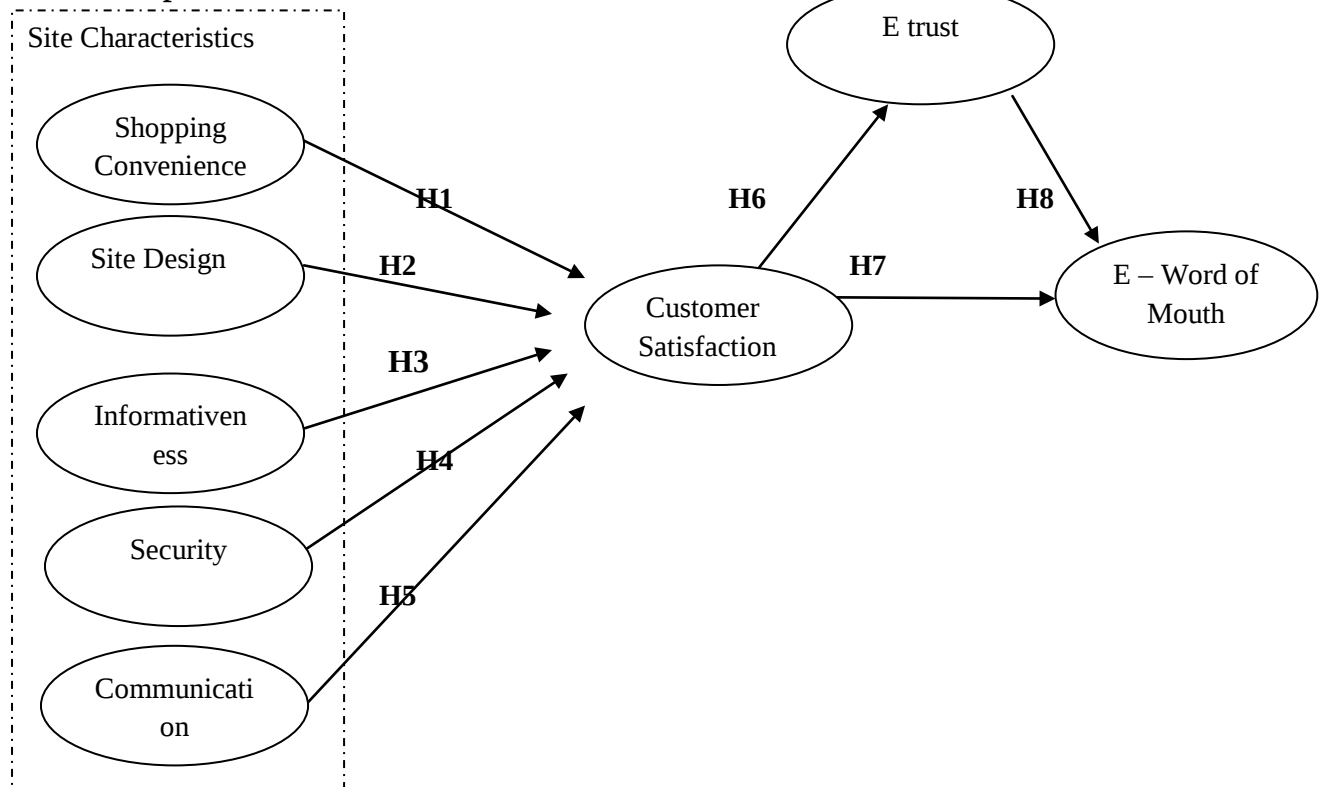
However, trust is found to have a positive influence on customer's intentions to spread positive WOM. Apart from dealing with Negative WOM, former relationship with company will keep loyal customer on company. Meanwhile customers who have not had an opportunity to build trust toward company will be more easily influenced by NWOM (Kim, 2009 Goles et al, (2009) added that affect-based trust affected intentions to repurchase and intentions to engage in negative WOM communications more than cognition-based trust.

In contrast, Trust affect positively to WOM (Ranaweera and Prabhu, 2003).

Therefore, the proposed hypothesis is;

H8: Trust will have positive effect on WOM

2.6 Conceptual Framework



CHAPTER III

RESEARCH METHOD

3.1. Research Setting

The research is located in Daerah Istimewa Yogyakarta specifically in Universitas Islam Indonesia including all faculties. The background in choosing this area because the student in this university is varied, and information and technology era that used internet, and represents the consumers who have done online shopping. Subjects will be asked about their experience in online shopping or running their own website.

3.2. Population and Sample

Population includes all research objects while sample is part of population that has same characteristics on population. All elements (people, product, and event) which can be used to make a conclusion are population. Sample chosen based on several characteristic and technique. Convenience sampling is chosen in this research, so that the researcher can freely choose the respondent. Total sample in this research is 300 people. It is relates to minimum requirement on Structural Equation Modeling which 100 units (Ghozali, 2008)

3.3. Sample Collection Technique and Total Sample

Accidental sampling is used in this method, to get the real answer and represent each population. Therefore, the researcher took whoever wants to participate, for example random pedestrian in UII area.

3.4.Data Collection method

Data collection method used for this research is questionnaire. It is flexible and relatively easy. It contains questions related to each variable construct. Close and open question may be used in this method. In this research, researcher used close question

3.5.Research Variable

In this research, there are two variables:

- Independent variable

An independent variable is variable that influences the dependent variable in a positive or a negative direction (Sekaran, 2000).

- Dependent variable

A dependent variable is the primary interest variable of the researcher (Sekaran, 2000).

Measurement variables adopted from research instrument conducted by Chung and Shin (2010), using six Likert interval scale from 1 (one) to six (6). Score 1 (one) shows strongly disagree, and 6 (six) is strongly agree.

- a. Shopping Convenience

It is where shoppers enjoy doing online shopping, feel easy to navigate website and its perceived value. This variable measure by these four indicators i.e. this website is very convenient to use, it takes a short time to shop at this website, , this website provides ease procedures of ordering, and a first time buyer can make a purchase from this website without much help.

- b. Site Design

It serves as a physical environment of store, which has positive effect on consumers shopping. This variable measure by these four indicators as follows:

- The website is visually appealing
- This website has good selection

- The website's appearance is professional
- It is quick and easy to complete a transaction at this website

c. Informativeness

Before consumer purchase some products, they try to search for information on the product. Therefore, it may be important factor for online shoppers. This variable measure by these following four indicators:

- This website provides the rich information on features and quality of the products
- This website provides the accurate information on features and quality of the products
- This website provides various kinds of peripheral information (payment, delivery, and return)
- This website provides the good information of products

d. Security

Online transaction system and the protection of privacy are important to increase online purchasing. This variable measures by four indicators:

- I feel safe in my transactions with this website
- I feel like my privacy is protected at this site
- I trust this site will not misuse my personal information
- I trust that this site will not give my information to other sites without my permission

e. Communication

Websites tend to give two way feedbacks to gain a good communication. Online shoppers can give good suggestion to the site for improving quality of website. This variable measure by four indicators:

- Consumers can free to say about an idea/or complaint at this site
- This website has good FAQ system
- Customers can actively review products of this site
- This site provides free to exchange opinions between customers

f. Customer Satisfaction

It is emotionally positive reaction for experiencing good or services. This variable measure by three indicators:

- I am satisfied with the offerings at this website
- I am satisfied with the purchases at this website
- I am satisfied with the products at this website

g. E-trust

Important prerequisites for e commerce success, higher level of trust, higher potential online shopper will be loyal. This variable measure by four indicators:

- I trust the information that this site provides
- I trust the promise that this site makes
- I trust the products that this site provides
- I trust the delivery of products that this site makes

h. E-WOM

Self-expression to the other, relate to good or bad good or service feels. This variable measure by four indicators:

- I say positive thing about this website to other people
- I recommend this website to anyone who seeks my advice
- I say positive thing about products of this website

3.6. Validity and reliability test

In this study, the function of validity test is to measure and analyze whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important factor in determining the quality of the research result. This is because the result of this research is fully dependent on the quality of the data obtained.

If the corrected item total correlation is greater than critical value for validity coefficient (0.30), it means that the item can be considered as valid, but if the validity coefficient of one item is less than the critical value for validity coefficient (0.30) the item is considered invalid or failed.

Reliability test is also designed to find out the consistency of the measurement tools. It could give the result that is relatively consistent if there is re-measurement in the same subject. The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). A reliable measurement tool will provide a reliable result that is also relevant to the variable used, and if the data is relevant to the reality condition, the result of any measurement conducted in the next period will always be the same.

Reliability test is conducted with SPSS by putting all questions in SPSS to be analyzed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach (α) is ≥ 0.6 . Thus, the measurement tool of the research is claimed reliable to be used.

Researcher spread 35 respondent for checking each validity and reliability test. Total amount of question are 30 questions as follows:

- 1) Site characteristic variable for shopping convenience counted 4 questions
- 2) Site characteristic variable for site design counted 4 questions
- 3) Site characteristic variable for informativeness counted 4 questions
- 4) Site characteristic variable for security counted 4 questions
- 5) Site characteristic variable for communication counted 4 questions
- 6) Customer satisfaction variable counted 3 questions
- 7) E-trust variable counted 4 questions
- 8) E-WOM variable counted 3 questions

The result of the validity test and reliability test is showing the following result:

1. Validity Test

Validity Test of Shopping Convenience Variable

Table 3.1

Source : Primary Data Computed (2011)

No.	Item	Corrected item- Total Corrected	Min Score	Status
1	SC1	.540	0.3	Valid
2	SC2	.527	0.3	Valid
3	SC3	.480	0.3	Valid
4	SC4	.287	0.3	Not Valid

The data in table 3.1 shows that all items of variable is considered valid; because the score of corrected item total correlation is above the minimum score (0.30), except item number 4, so will be deleted.

Table 3.2

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	SC1	.555	0.3	Valid
2	SC2	.632	0.3	Valid
3	SC3	.479	0.3	Valid

The data in table 3.2 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Site Design

Table 3.3

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	SD1	.467	0.3	Valid
2	SD2	.488	0.3	Valid
3	SD3	.667	0.3	Valid
4	SD4	.290	0.3	Not Valid

The data in table 3.3 shows that all items of variable is considered valid; because the score of corrected item total correlation is above the minimum score (0.30), except item number 4, so will be deleted.

Table 3.4

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	SD1	.447	0.3	Valid
2	SD2	.623	0.3	Valid
3	SD3	.625	0.3	Valid

The data in table 3.4 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Informativeness

Table 3.5

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	I1	.657	0.3	Valid
2	I2	.849	0.3	Valid
3	I3	.624	0.3	Valid
4	I4	.550	0.3	Valid

The data in table 3.5 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Security

Table 3.6

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	S1	.489	0.3	Valid
2	S2	.764	0.3	Valid
3	S3	.591	0.3	Valid
4	S4	.631	0.3	Valid

The data in table 3.6 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Communication

Table 3.7

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	C1	.584	0.3	Valid
2	C2	.525	0.3	Valid
3	C3	.749	0.3	Valid
4	C4	.564	0.3	Valid

The data in table 3.7 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Customer Satisfaction

Table 3.8

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	CS1	.669	0.3	Valid
2	CS2	.839	0.3	Valid
3	CS3	.763	0.3	Valid

The data in table 3.8 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Trust

Table 3.9

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	T1	.804	0.3	Valid
2	T2	.791	0.3	Valid
3	T3	.841	0.3	Valid
4	T4	.784	0.3	Valid

The data in table 3.9 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Word of Mouth

Table 3.10

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	eWOM1	.760	0.3	Valid
2	eWOM2	.839	0.3	Valid
3	eWOM3	.734	0.3	Valid

The data in table 3.10 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

2. Reliability test

Table 3.11

Source : Primary Data Computed, (2011)

No.	Nama Variabel	Cronbach's Alpha	Minimal Score	Status
1	Site Characteristic - SC	.730	0.60	Reliable
2	Site characteristic - SD	.725	0.60	Reliable
3	Site characteristic - I	.883	0.60	Reliable
4	Site characteristic – S	.801	0.60	Reliable
5	Site characteristic – C	.787	0.60	Reliable
6	Customer Satisfaction	.867	0.60	Reliable
7	eWOM	.852	0.60	Reliable
8	Trust	.833	0.60	Reliable

3.7. Technique of Data Analysis

This research conducts both field study and literature study by using secondary data from journals, websites, and other printed matters related to the analysis. To analyse the primary data, a quantitative research analysis is taken and this research is going to use SEM (Structural Equation Modeling) analysis as analytical tool for the hypothesis testing and generate the result from the data.

In addition, Lisrel software analysis is used to carry out the investigation of the relationship among the variables. To analyze that relation, SEM analysis uses several steps in the analysis, they are:

1. Model Development Based on Theory

SEM is based on causalities relationship, which mean when one variable changes it is assumed that it is a result of the change of other variable. Strong causality relationship between two variables assumed by the researcher is not because the analysis method chosen, but it is because theoretical justification to support the analysis (Ghozali, 2004). So the theory is needed to develop the model of analysis (Sofyan, 2009).

2. Path Diagram and Structural Equation

According to Ghozali (2004), there are two important things in arranging structural equation; it is by correlating latent construct (endogenous and exogenous) with the indicator of variable (manifest variable) and correlating endogenous variable with exogenous variable. Another important thing in arranging path diagram and structural equation is appropriate theory (Sofyan, 2009).

3. Choosing Input Matrix and Estimation Model

SEM is different with other multivariate analysis technique because SEM only process or uses the data input in form of variance/covariance matrix or correlation matrix. To get variance/covariance matrix, the rough data is input and then is changed into variance/covariance matrix so the equation also called covariance structural analysis.

The covariance matrix has more advantages than other correlation matrix in giving comparison about validity between different population and different sample. The use of correlation is best suited if the researcher objectives are simply to understand the pattern of construct relationship, but do not describe the total variance of the construct (Ghozali, 2004).

4. Structural Equation Model (SEM) Identification

In identification the SEM, the researcher often finds the identification problem. Identification problem is the incapability of the proposed model to result the estimation model. In order to see identification model, it can be done by seeing the estimation result, which are: big value of standard error for one or more coefficient, incapability of program to invert information matrix, impossible estimation value (negative error variance), and high correlation (above 0.90). If the identification model is found, there are 3 (three) things must be concerned: (1) coefficient number estimated toward it's covariance or identified correlation with small values of degree of freedom (df), (2) reciprocal correlations among constructs, and (3) failure in determining fix values on construct scale (Ghozali, 2004).

5. Goodness of Fit Criteria

In SEM analysis there is no single statistical test tool to measure or test the model (Ghozali, 2004). Fit index and cut off values are used to test whether the model is fit or not. The model is fit and accepted if it is fulfilling the following criteria listed below:

a. Absolute Fit Measures

1) Likelihood Ratio Chi-Square Statistic

An analytical tool to measure an overall fit is likelihood ratio chi-square statistic. The model, which is tested, will be considered good or satisfactory if the chi-square (χ^2) value is small. Small value of χ^2 means that the model is good. The value of χ^2 can be compared with degree of freedom (df) to get relative value of χ^2 , which means there is a significant difference between covariance matrix observed and covariance matrix estimated. Small value of χ^2 will result in a significant level, which

is more than 0.05 ($p \geq 0.05$) that indicates there is no significant difference between covariance matrix observed and covariance matrix estimated.

2) Goodness of Fit Index (GFI)

GFI is measurement to measure the capability of the model explaining the variety of the data. GFI value is about 0 (poor fit) to 1 (perfect fit). Actually, there is no specific standard about proper value of GFI, but it can be assumed that a good model is a model with GFI value about or near one. However, in practices, many researchers use minimum value of 0.90 to justify that the model has good fit.

3) Expected Cross-Validation Index (ECVI)

ECVI is a value for goodness of fit approach of a model if it is applied to other data (cross-validation). The value of ECVI that below the value of ECVI for saturated model and below ECVI for independence model indicate good fit.

4) Root Mean Square Error of Approximation (RMSEA)

RMSEA is a mean of measurement of difference per expected degree of freedom in population (Sofyan, 2009). RMSEA below 0.08 is a good fit and RMSEA below 0.05 is a close fit, it means good fit value for RMSEA is 0.05 to 0.08.

b. Incremental/Relative Fit Measures

1) Comparative Fit Index (CFI)

The value of CFI is spread between 0-1 with CFI above 0.90 is good fit then $0.80 < \text{CFI} < 0.90$ is marginal fit.

2) Normed Fit Index

NFI value shows the different between target model and basic model. NFI value spread between 0-1. $\text{NFI} \geq 0.90$ is considered good fit.

c. Parsimonious/Adjusted Fit Measures

1) Parsimonious Goodness of Fit Index (PGFI)

PGFI is a modification of GFI, of which the high value shows that the model is good for comparison.

2) Akaike Information Criterion (AIC)

The small positive value of AIC shows that parsimony is better for comparison among model.

3) Consistent Akaike Information Criterion (CAIC)

The small positive value of CAIC shows that parsimony is better for comparison among model.

6. Model Interpretation and Modification

Ghozali (2004) stated that a model is acceptable when it can be considered able to make a modification index to recover theoretical justification or goodness of fit. The model modification must have a consideration. The modification model must be cross validated (estimated with separated data) before the modification model is accepted or it shows the value of absolute fit model from the default model with a relatively bug value of Chi-square, which is shown by the significant probability level so that it requires a modification. The model is stated as acceptable when the significant probability level is above 0.05.

Table 3.12

Goodness of Fit Index

Goodness of Fit	Cut-off value
Chi-Square (X^2)	Hopefully Small
Significance Probability	$\geq 0,05$
RMSEA	$\leq 0,08$
GFI	≥ 0.90
AGFI	≥ 0.90
CMN / DF	$\leq 2,00$
TLI	$\geq 0,95$
CFI	≥ 0.95

Source: Ferdinand (2002)

CHAPTER IV

RESEARCH FINDINGS, DISCUSSION, AND IMPLICATIONS

In this chapter would analytically explain about “Electronic Word of Mouth on Online Shopping”. The first section discusses the descriptive analysis. It describes the respondents’ demographic characteristics, which includes gender, age, and their jobs. Quantity analysis used in this research is Structural Equation Model (SEM) include goodness of fit index and hypothesis test

This research was conducted at Universitas Islam Indonesia in all faculties and it is aimed to answer the questions as mentioned in the previous chapter. Where there are many students in this university are doing online shopping in this research, 300 questionnaires spread out to randomly respondent and return about 319. 19 of them are not valid, so the fulfilled questionnaires are 300 exemplar and proper to be used as research tools.

The detail about questionnaire can be seen in attachment data recapitulation. After data collected, editing process conduct, give code and tabulation. Hence to analyze with statistical program AMOS. The distribution of the respondents’ characteristics is described in the table as follows:

4.1. Respondents Characteristics

a. Gender

Based on the gender, there are two categories, which are male and female. The data of the analysis result based on respondents’ characteristics of gender is showed in table 4.1

Table 4.1

The Distribution Frequencies of the Respondents' Gender

Gender	Frequency	Percentage
Male	190	63 %
Female	110	37 %
Total	300	100 %

Source: Primary Data (computed), 2012

Table 4.1 describes that the online shopper in Indonesian area especially in Jogjakarta, mostly male (63%) and the rest are female (37%). Then it shows most of them are men that we met in the research.

b. Age

Based on the respondents' age, there are six groups: 15 – 19 years old, 20 – 24 years old, and 25 – 30 years old. The result of the data analysis based on respondents' characteristic of age is showed in table 4.2.

Table 4.2

The Distribution Frequencies of the Respondents Age

Age	Frequency	percentage
< 20	49	16,4%
21-30	228	76%
31-40	19	6.4%
41-50	2	0,6%
51 - 60	0	0%
> 60	2	0,6%
Total	300	100%

Source: Primary Data (computed), 2012

Table 4.2 describes that the online shoppers mostly are from age 21 to 30 years old (76%) with characteristics that consumer from this age is young people and productive age.

c. Occupation

Based on occupation, the result of data analysis is showed in table below:

Table 4.3
The Distribution Frequencies of the Respondent Occupation

Occupation	Frequency	Percentage
Student	223	74,3%
Private Employee	51	17,0%
State Employee	11	3,7%
Entrepreneur	6	2,0%
Et cetera	9	2,0%
Total	300	100%

Source: Primary Data (computed), 2012

Based on table 4.3, 223 respondent or 74, 3% are student, and the lowest are entrepreneur which only 6 respondent or just 2, 0%. From occupation aspect, the online shoppers are students

4.2 Data Analysis

4.2.1. Variable description

Table 4.4

All Respondents Variable

Variable	Total Mean Variable	Mean Variable	Rounding	Result
Shopping Convenience	13.3	4.44	4	Valid
Site Design	13.4	4.47	4	Valid

Informativeness	18.1	4.52	4	Valid
Security	17.5	4.37	4	Valid
Communication	18	4.51	4	Valid
Customer Satisfaction	13.6	4.52	4	Valid
Trust	17.1	4.27	4	Valid
Electronic Word of Mouth	12.5	4.17	4	Valid
Mean	15.4	4.41	4	Valid

Source: Primary Data (computed), 2012

Based on Table 4.4 above, over 300 respondents agreed through indicator used Measurement model. in this research is used to know unobserved variable that can be measured by each observed variable construct, by using Confirmatory factor Analysis (CFA) or known as factor analysis. If the value of factor loading from each construct is more than 0.5 ($\lambda > 0.5$) it can be stated as reliable and significance rate of 5% ($p < 0.05$) it can be stated as valid or unobserved variable can be measured by using each observed variable construct (Hair, et al., 1992).

4.2.2. Measurement Model

Measurement model analysis used to test unidimensionality from indicators, which explain factor or single latent variable. Every indicator tested at the same time to show how strong the dimension from each factor. Indicator to be used is T-value from each parameter and significant score. Holmes-Smith (2001) stated that $\alpha = 0, 05$ parameter which have t of 1, 96 is significant or valid. However significant value above 0.05 counted as unidimensionality from a factor that tested.

Table 4.5***t values and Level of Significant***

Item	<i>t</i> - value	<i>p</i> -value	Result
SC1	1	-	<i>Valid</i>
SC2	15.224	0.000	<i>Valid</i>
SC3	16.306	0.000	<i>Valid</i>
SD3	1	-	<i>Valid</i>
SD2	13.571	0.000	<i>Valid</i>
SD1	11.749	0.000	<i>Valid</i>
I4	1	-	<i>Valid</i>
I3	12.641	0.000	<i>Valid</i>
I2	18.267	0.000	<i>Valid</i>
I1	16.839	0.000	<i>Valid</i>
S4	1	-	<i>Valid</i>
S3	23.940	0.000	<i>Valid</i>
S2	19.925	0.000	<i>Valid</i>
S1	18.096	0.000	<i>Valid</i>
Com4	1	-	<i>Valid</i>
Com3	12.955	0.000	<i>Valid</i>
Com2	13.398	0.000	<i>Valid</i>
Com1	11.103	0.000	<i>Valid</i>
CS1	1	-	<i>Valid</i>
CS2	20.659	0.000	<i>Valid</i>
CS3	19.875	0.000	<i>Valid</i>
T1	1	-	<i>Valid</i>
T2	20.548	0.000	<i>Valid</i>

Item	<i>t-value</i>	<i>p-value</i>	Result
T3	22.074	0.000	<i>Valid</i>
T4	19.814	0.000	<i>Valid</i>
eWOM1	1	-	<i>Valid</i>
eWOM2	19.525	0.000	<i>Valid</i>
eWOM3	19.928	0.000	<i>Valid</i>

Source: *Structural Equation Modeling (SEM)*, 2012. Data computed.

4.2.3. Goodness of Fit

There are no single statistic tools to measure the hypothesis in SEM. Researcher can do the test using several goodness of fit index to see well and bad in a variable and also the truth in tested model (Hair et al, 1998). Furthermore, there is several goodness of fit index and cut off value, which is used in this research.

Chi Square (χ^2). This test measures the differentiation between matrix covariance populations with matrix covariance sample. Based on H_0 , in the research there is same result between two matrixes. Good model accepted if chi square are low and have probability with cut-off value more than 0, 05 (Holmes, 2001)

The Root Mean Square Error of Approximation (RMSEA). This test used to compensate chi-square statistic in a bigger sample. RMSEA shows goodness of fit from estimated model in population. Model accepted if RMSEA score $\leq 0, 08$ (Brown and Cudeck, 1993).

The Goodness of Fit Index (GFI). GFI is analog with value of R^2 in double regression (Tabachnic, 2001). Goodness of Fit Index used to measure weighted proportion from

variance in matrix covariance sample that explain from estimated matrix population. Scale value GFI from 0 until 1, if more than 0.09 shows good models (Joreskog and Sorbom, 1996)

Tucker Lewis Index (TLI). This test is alternative incremental for index that compare tested model through baseline model. Recommended value for accepted model is $\geq 0,90$ and if closer to 1, shows that have very good model (Hair et al., 1998).

The Comparative Fit Index (CFI). This test relate with TLI, suggested to be used in research model because this index relatively not sensitive with sample value and not influence with model complexity. Range value CFI is from 0 until 1. Good model have CFI ≥ 0.95 , though above 0.09 is accepted (Holmes, 2001)

Table 4.6

Goodness of Fit Index Result

Constructs	χ^2	RMSEA	GFI	TLI	CFI	Result
SC	92.265	0,078	1,000	1.000	1,000	Good
SD	73.236	0,066	1,000	1.000	1,000	Good
I	13.071	0,036	0,979	0,953	0,984	Good
S	12.448	0,032	0,981	0,965	0,988	Good
Com	63.261	0,018	1,000	1.000	1,000	Good
CS	81.664	0,030	1,000	1.000	1,000	Good
T	1,483	0,055	0,998	1.002	1.000	Good
eWOM	30,000	0,018	1,000	1.000	1,000	Good

Sources: *Structural Equation Modeling (SEM)*, 2012. Data computed.

4.2.4. Test result and Reliability

Validity is measurement level that reaches an indicator in measure construct model or in a simple way can be explain as legitimate measurement for measured one (Anderson and Gerbing, 1988). Researcher recommend to do validity test or unidimensionality through every construct indicator which include in research model before assess reliability itself.

Researchers tested the validity of any observed variables or indicators of convergent validity approach. Convergent validity of the measurement models can be found by determining whether each indicator is estimated validly measure the dimensions of the concept tested. An indicator showed significant convergent validity indicator variable if the coefficient is greater than twice its standard error (Anderson and Gerbing, 1988) or have a critical ratio greater than two times the standard error (Ferdinand, 2002). AMOS program version 6 also provides the facility assess convergent validity by examining critical or T Value of each indicator. If criteria $t \geq 1.96$ value indicator, the indicator is significant at $\alpha = 0.05$ level (Holmes-Smith, 2001).

Furthermore, Joreskog and Sorbom (1996) add that GFI index of 0.90 shows that the measured indicators are valid and unidimensionality of the construct being tested. Of all the CFA calculation as has been reviewed in assessment of goodness of fit and modification of the model, it appears that all constructs were tested as follows: Site Characteristics, Customer Satisfaction, E-Trust, and E-Word of Mouth, all of which have GFI index of 0.90. It shows that these indicators are valid or unidimensionality of the construct being tested so it is worth to test the hypothesis proposed in this study.

Reliability is a measurement of internal consistency of the indicators in a construct that indicates the degree of the ability in each indicator. Indicate a common construct or it can simply be said to be a level of consistency and stability of a measuring instrument

(Ferdinand, 2002). In SEM there are several statistical tests to test the reliability of the construct is the construct reliability and variance extracted.

In this study, construct reliability was tested using the construct reliability approach by calculating the reliability index of instruments used SEM models are analyzed. Construct reliability is obtained by the formula Fornell and Laker's (1981) follows:

$$\text{Construct Reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i}$$

Where, λ_i = Standard loading each indicator (*observed variable*)

ε_i = measurement error of each indicator ($1 - \text{reliability indicator}$).

Tabe4.7

Result of validity each Variable

Indicator	λ_i	ε_i	Result	<i>Construct Reliability</i>	Result
Shopping Convenience					
SC1	0.858	0.068	Valid	0.835	Reliable
SC2	0.783	0.054	Valid		
SC3	0.819	0.053	Valid		
Site Design					
SD1	0.716	0.063	Valid	0.781	Reliable
SD2	0.793	0.056	Valid		
SD3	0.776	0.071	Valid		
Informativeness					
I1	0.856	0.079	Valid	0.870	Reliable
I2	0.929	0.095	Valid		

I3	0.673	0.056	Valid		
I4	0.786	0.061	Valid		
Security					
S1	0.769	0.077	Valid	0.896	Reliable
S2	0.823	0.060	Valid		
S3	0.916	0.058	Valid		
S4	0.913	0.082	Valid		
Communication					
C1	0.708	0.065	Valid	0.826	Reliable
C2	0.834	0.073	Valid		
C3	0.859	0.064	Valid		
C4	0.708	0.068	Valid		
Satisfaction					
CS1	0.858	0.061	Valid	0.905	Reliable
CS2	0.896	0.063	Valid		
CS3	0.891	0.072	Valid		
Trust					
T1	0.848	0.086	Valid	0.921	Reliable
T2	0.893	0.078	Valid		
T3	0.926	0.073	Valid		
T4	0.873	0.060	Valid		
WOM					
eWOM1	0.867	0.055	Valid	0.883	Reliable
eWOM2	0.893	0.053	Valid		
eWOM3	0.873	0.076	Valid		

Source: *Structural Equation Modeling (SEM)*, 2012. Data computed.

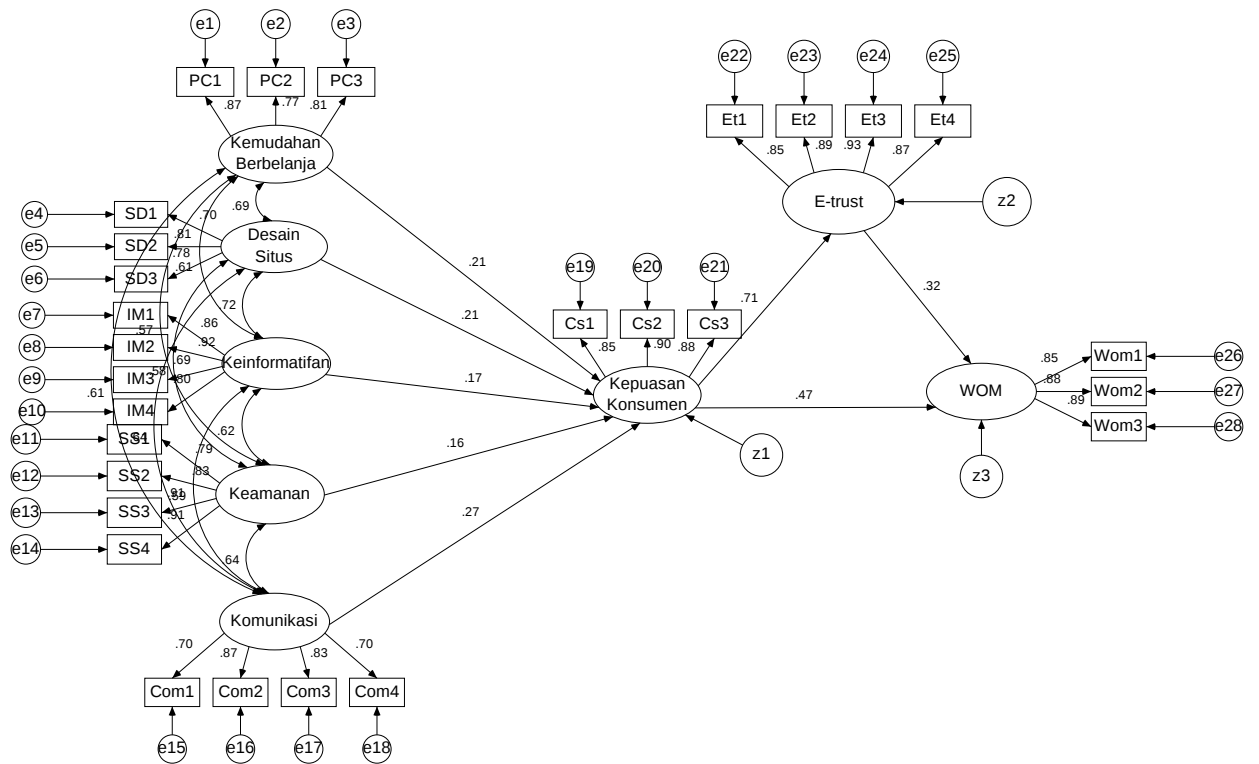
Table 4.10 Based on the above it can be seen that the statistical probability > 0.50 , and all of the questions in the questionnaire on the items in question in WOM variables,

Trust, Customer Satisfaction and site characteristics in the system on-line shopping <Level of significant = 0.05 is valid. That the coefficient of Construct Reliability> 0.60 so that all the questions in the questionnaire on the question items on WOM variables, Trust, Customer Satisfaction and site characteristics in the system on-line shopping are reliable.

4.2.5. Structural Equation Analysis

Analysis tools used in this study is Structural Equation Model (SEM). This analysis tool is used to determine whether shopping convenience on-line will have a positive effect on customer satisfaction, whether site design will have a positive effect on customer satisfaction, whether informativeness online shopping will have a positive effect on customer satisfaction, whether shopping security on-line will have a positive effect on customer satisfaction, whether business communication in online shopping a positive effect on customer satisfaction, whether the customer satisfaction will have a positive effect on trust, whether customer satisfaction will have a positive effect on the Word of mouth, and whether trust will have a positive effect on the Word of mouth?

This is picture of *Structural Equation Model (SEM)* :



Picture 4.1

Structural Model

Table 4.8

Hyphotesis	Regression Line	Coefficient Regression	Standard Error	t-value	Prob.	Result
H ₁	SC – CS	0.214	.059	3.328	0,000	Significant
H ₂	SD – CS	0.210	.078	2.612	0,009	Significant
H ₃	I – CS	0.175	.067	2.655	0,008	Significant
H ₄	S – CS	0.158	.045	2.812	0,005	Significant
H ₅	COM – CS	0.269	.066	4.208	0,000	Significant
H ₆	CS – T	0.706	.066	12.185	0,000	Significant
H ₇	CS – eWOM	0.473	.087	6.558	0,000	Significant
H ₈	T - eWOM	0.325	.074	4.651	0,000	Significant

Source : *Structural Equation Modeling (SEM)*, 2012. Data computed.

Based on calculations using the computer program AMOS 6.0, showing result that the probability value between shopping convenience for customer satisfaction, sites design for customer satisfaction, informativeness towards customer satisfaction, on-line shopping security to the satisfaction customers, communication to customer satisfaction, customer satisfaction to trust, customer satisfaction to Word of Mouth, and trust to word of mouth < level of significant = 0.05, so that all the influential variables.

4.3. Hypothesis Test

T test used to verify the effect of shopping convenience for customer satisfaction, sites design for customer satisfaction, informativeness towards customer satisfaction, on-line shopping security to the satisfaction customers, communication to customer satisfaction, customer satisfaction to trust, customer satisfaction to Word of Mouth, and trust to word of

mouth. Based on calculations using the computer program AMOS 6.0, shows statistical hypothesis test as follows:

1. Influence of variables on-line shopping convenience to customer satisfaction.

H1: Shopping Convenience will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation

Modeling (SEM) values obtained t-statistic = 3.328 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of significant = 0.05, it was concluded that there is significant influence between the Shopping convenience to customer satisfaction.

2. Testing the effect of site design variables for customer satisfaction.

H2: Site Design will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation

Modeling (SEM) values obtained t-statistic = 2.612 with probability-statistic = 0.009.

- Based on the data obtained if the probability value-statistic = 0.009 < Level of significant = 0.05, it was concluded that there is significant influence between the site design to the customer satisfaction.

3. Testing the influence of informativeness variables to customer satisfaction.

H3: Informativeness will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation

Modeling (SEM) values obtained t-statistic = 2.655 with probability-statistic = 0,008

- Based on the data obtained if the probability value-statistic = 0,008 <Level of Significant = 0.05, it was concluded that there is significant influence between informativeness to customer satisfaction.

4. The influence of variables security to customer satisfaction.

H4: Security will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 2.812 with probability-statistic = 0.005.

- Based on the data obtained if the probability value-statistic = 0.005 <Level of Significant = 0.05, it was concluded that there is significant influence between security to customer satisfaction.

5. Testing the influence of communication variables on customer satisfaction.

H5: Communication will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 4.208 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 <Level of Significant = 0.05, it was concluded that there was a significant effect of communication towards customer satisfaction.

6. Testing influence of customer satisfaction to trust

H6: Customer Satisfaction will have positive effect on Trust

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 12.185 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between the customer satisfaction to trust.

7. Testing the influence of customer satisfaction on eWOM variables.

H7: Customer Satisfaction will have positive effect on eWOM

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 6.558 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between customer satisfaction to eWOM.

8. Testing the effect of trust variable to eWOM.

H8: Trust will have positive effect on eWOM

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 4.651 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between trust to eWOM.

4.4. Discussion

The linear regression analysis result of shopping convenience has positive effect on customer satisfaction. Web sites should be easy for customers to do, Moreover, receiving order confirmations via e-mail, including information about shipping, returns, and order tracking numbers, facilitates order-processing. In the other hand, the mobile internet technology has open new shopping experience by offering easy use for shoppers to do internet-enabled mobile phone subscription (Lim & Dubinsky, 2004). Added by Park et al (2010), that shoppers who have tendencies toward sensory innovativeness are tending to show hedonic shopping styles such as brand consciousness, recreational orientation, fashion consciousness, impulsive shopping and habitual/brand loyal orientation. Myers and Wimsat (2012), found similar research like Chung dan Shin (2010), that shopping convenience have positive impact on customer satisfaction

Meanwhile, linear regression analysis result of site design shows that have positive effect on customer satisfaction. Well-designed website will become more critical in the way customer bought. By the time goes by, development of website are ongoing activities or not a “one-off project”, it needed continuous improvement to see how appropriate creation and management of website itself (Clyde, 2000). Sung, Shaw and Schneider, (2003), explain website design becomes a critical success factor. Consumer interacts through website layout and appearance which reflect the business. Consequently, it may become one of the main factors in judging how corporation it was. Chang and Wang (2011) said that website design is an important dimension, because it affects both customer satisfaction and consumer perceived value. Emphasizing by Szymanski & Hise (2000) that there should be positive correlation from web design to customer satisfaction.

Next, linear regression analysis result of informativeness show positive effect on customer satisfaction. information related websites such as News & Information websites, Search Engines & Portals, information quality, usability, ease of navigation and speed are the

most important characteristics. Because user should find relevant, meaningful and appropriate information in a way they surfing on Internet (Zhang, Tarafdar, and Mondieepa, 2006). Simple and relatively information has shape to dynamic and multimedia based content. The amounts of information increase rapidly; make finding the right useful information difficult (Tarafdar and Zhang, 2008). Easy example, the Google's phenomenal as search engine. The relevance and accuracy of information of search result determine the success of website. Emphasized by Gounaris, Dimitriadis, and Stahtakhopolos (2010) that information is one of key drivers that impact significantly satisfaction from e-shopping.

Then, linear regression analysis result of security show positive effect on customer satisfaction. Security of web sites is a major concern of not only the library industry, but also other industries and governments. Kuzuma, (2010) in her research said that managerial act such as performing periodic audits and risk assessment can help determine which systems are most vulnerable and need to be secured by librarian staff, because growing treats In websites are fast. Mentioned by over 36 respondent in research conducted by Miyazaki et al, (2001) that security of personal and financial information is top concern of security. Lower risk security can be solved by increasing level of internet experience, higher level of internet experience higher concern on online privacy. As e-commerce has grown so have concerns of online consumer privacy, the protection of consumer information are nature of online communication, Bashear et al (2008). So in line with research done by Ranjbarian et al, (2012), that there is positive relationship between security and e-Satisfaction.

Moreover, linear regression analysis result of communication shows positive effect on customer satisfaction. Since communication is an important web site strategy, online vendor that openly interact with customers may gain more trustworthy. The communication variable is found to be the second strongest predictor of website trust (Wakefield et al, 2004). Web is a powerful customer communication channel that can be implemented in various industries

(Knezevic et al, 2011). Higher industries are implementing web more often than smaller one, but there is interesting finding in Knezevic research that Bulgaria, Slovenia, Greece, Romania are less interactive than Croatia and Turkey in implementing web as an important and vital part of their customer communication strategy. Even though those four countries are member of EU and the rest are not. In line with Chung and Shin (2010), found that communication will have positive effect on customer satisfaction.

Furthermore, linear regression analysis results of customer satisfaction show positive effect on both trust and WOM. Customer satisfaction is an overall evaluation of performance to date, affective commitment captures the trust and reciprocity in a relationship, and calculative commitment captures the existence of switching costs or lack of practical alternatives (Gustafsson et al, 2005). Customer satisfaction impacted by perceived quality if there is rapidly improving general standards of service delivery (Heiler et al, 2003). E-commerce customer satisfaction significantly influences customer loyalty to play the role of partial mediator between each of the user interface quality and information quality constructs and customer loyalty (Meid, 2011). Smith and Bolton (2003), found that service failure will affect directly to emotion on customer satisfaction. They will react to service failures in trust / believe service (e.g. financial, legal, medical, and service) may be even more emotion troubled than their reaction in hospitality industry. Additionally there is evidence that quality, value, and satisfaction directly influences behavioral intentions (Cronin et al, 2000). there is positive linkage between website satisfaction, website trust, and website loyalty in the development of the online brand relationships (Horpu et al, 2008). Statement by Kassim and Abdullah, 2010 that customer satisfaction is positively related to trust. Research conducted by Ranaweera and Prabhu (2003) found that satisfaction and trust also have significant positive effect on WOM.

Linear regression analysis results of trust show positive effect on WOM. Mosavi and Ghaedi (2012), found that as trust increase, commitment tends to get stronger. Because positive relationship between trust and commitment found, once trust is establish, customers are tend to commit themselves to website. Added by Zhu et al, (2011). Trust does influence customer attitudes and behavioral intentions. Easy-operation website sustains consumer confidence in online purchasing and in trust. However, trust is found to have a positive influence on customer's intentions to spread positive WOM. Apart from dealing with Negative WOM, former relationship with company will keep loyal customer on company. Meanwhile customers who have not had an opportunity to build trust toward company will be more easily influenced by NWOM. Kim, (2009). Another words from Goles et al, (2009), affect-based trust affected intentions to repurchase and intentions to engage in negative WOM communications more than cognition-based trust.

Another word from Litvin et all , (2005) stated that early step of e WOM appears to customer with combining offline techniques for managing interpersonal influence (i.e., stimulating and creating opinion leaders). From Bogazici University, Seraj say that eWOM is an exponentially developing resource that influence the buying decisions of consumers.

To add another understanding of how WOM influences important intermediary variables in the choice process for experience goods, Liang and Corkindale from UNISA said that. eWOM in all forms of its valence, can be seen to moderate the price effect on perceptions of quality for an experience, service good and in our study's circumstances its influence as a cue to quality perception dominates that of price.

CHAPTER V

CONCLUSIONS AND RECOMENDATIONS

The conclusions and recommendations are the result of research on “Electronic Word of Mouth on Online Shopping”. Can be concluded that there is influence between shopping convenience, site design, informativeness, security, and communication towards customer satisfaction, and influence of customer satisfaction toward both trust and eWOM, and lastly, influence of trust towards eWOM. Furthermore, to further clarify statement above, conclusions obtained from the results of research conducted and suggestions will be outlined as follows:

5.1. Conclusions

1. Linear regression analysis results indicate that the value of the probability-statistic = $0.000 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between shopping convenience to customer satisfaction. So the hypothesis ease of online shopping has a positive effect on customer satisfaction supported
2. Linear regression analysis results indicate that the value of the probability-statistic = $0.009 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between the site design in on-line shopping site to customer satisfaction. So the site design hypothesis in shopping on-line has a positive effect on customer satisfaction supported
3. Linear regression analysis results indicate that the value of the probability-statistic = $0.008 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between informativeness on online shopping to customer satisfaction. Therefore, the hypothesis of informativeness has a positive effect on customer satisfaction supported.

4. Linear regression analysis results indicate that the value of the probability-statistic = $0.005 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between the security of on-line shopping to customer satisfaction. Therefore, the hypothesis of security in shopping on-line has a positive effect on customer satisfaction supported.
5. Linear regression analysis results indicate that the value of the probability-statistic = $0.000 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between communication in online shopping to customer satisfaction. Therefore, the hypothesis of communication in on-line shopping has a positive effect on customer satisfaction supported.
6. Linear regression analysis results indicate that the value of the probability-statistic = $0.000 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between the customer satisfaction to trust. Therefore, the hypothesis of consumer satisfaction in shopping on-line has a positive effect on trust supported.
7. Linear regression analysis results indicate that the value of the probability-statistic = $0.000 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between customer satisfaction on WOM. Therefore, the hypothesis of consumer satisfaction in shopping on-line has a positive effect on eWOM can supported.
8. Linear regression analysis results indicate that the value of the probability-statistic = $0.000 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between trust to the WOM. Therefore, the trust hypothesis in shopping on-line has a positive effect on eWOM communication supported.

5.2. Recommendation

First: The results of the characteristics of the site, which involves a series of five attributes, namely: shopping convenience, site design, informativeness, security, and communications are being the factor of how customer satisfies in doing online shopping. Customer satisfaction is very important because the determining factor in the decision making shopping on-line. Next, after customer satisfies, the next level will be in trust, more customer trust to the site, and so it will have good effect on how image of website through eWOM. The results are very different in each site characteristics. Further improvement can combine each variable to get higher customer satisfaction, trust, and good image spread on eWOM.

Second: In this study, researchers focused only on five attributes characteristic of the site, for a subsequent study suggested that adding attributes characteristics site that may have any other attributes. So the result is expected to add a further increase consumer satisfaction in shopping on-line, then this will affect the trust and will relate to positive eWOM.

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A. ANGKET PENELITIAN

Hal : Pengisian Kuisioner

Kepada Yth.

Bpk/Ibu/Sdr

Di Tempat

Assalamua'laikum.Wr.Wb

Dengan Hormat,

Saya adalah mahasiswa Fakultas Ekonomi Jurusan Manajemen yang sedang melakukan penelitian dengan judul. **Elektronik Word of Mouth dalam Belanja Online**, dimana dalam penelitian ini saya menyusun kuisioner untuk menunjang penelitian tersebut.

Dalam kuisioner ini terdapat pernyataan-pernyataan yang dimaksudkan untuk memperoleh penilaian Bpk/Ibu/Sdr, mengenai kenyamanan, desain situs, keinformatifan, keamanan, komunikasi, kepercayaan, komitmen dan WOM anda sebagai konsumen dalam sistem belanja on-line saat ini.

Saya memohon kesediaan Bpk/Ibu/Sdr untuk meluangkan waktu guna membantu saya menjadi responden penelitian, yaitu dengan mengisi atau memilih jawaban yang telah saya sediakan pada daftar pernyataan yang saya susun. Kebenaran dan kelengkapan jawaban Bapak/Ibu/Sdr akan sangat membantu saya dalam penelitian ini.

Atas partisipasi dan bantuan Bpk/Ibu/Sdr, saya ucapkan terimakasih.

Hormat Saya,

Agung Nugroho

BAGIAN I: PENGALAMAN RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri bapak/ibu/saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap paling sesuai

1. Pernahkah Anda berbelanja on line ?

1.	Ya
2.	Tidak

2. Seberapa sering Anda berbelanja on-line?

1.	Jarang
2.	Kadang-Kadang
3.	Sering

3. Apakah Saudara pernah berbelanja melalui situs online di bawah ini?

1	Ebay
2	Amazon.com
3	Toko Bagus
4	iTunes
5	Kaskus
6	Facebook
7	Lain-lain

4. Jika pada pertanyaan no 3. Saudara menjawab “Ya” dari mana Saudara mengetahui tentang situs ini ?

1.	Keluarga
2.	Teman
3.	Jejaring Situs sosial
4	Iklan
5	Lain-lain

Petunjuk: Berilah penilaian Bpk/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini dengan MENYILANG atau MELINGKARI angka yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekal

BAGIAN 2: KARAKTERISTIK SITUS

1. Pernyataan dibawah ini berkenaan dengan kemudahan bapak/ibu/saudara pada situs yang digunakan untuk berbelanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Situs ini sangat nyaman untuk digunakan	1	2	3	4	5	6
Dibutuhkan waktu yang singkat untuk berbelanja di situs ini	1	2	3	4	5	6
Situs ini menyediakan kemudahan prosedur pemesanan	1	2	3	4	5	6
Orang yang melakukan pembelian pertama kali pada situs ini tidak memerlukan bantuan	1	2	3	4	5	6

2. Pernyataan dibawah ini berkenaan desain situs dimana bapak/ibu/saudara berbelanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Situs ini menarik secara visual	1	2	3	4	5	6
Situs ini memiliki konten pilihan yang baik	1	2	3	4	5	6
Tampilan situs yang dimiliki profesional	1	2	3	4	5	6
Desain ini mudah di pahami dalam melakukan transaksi	1	2	3	4	5	6

3. Pernyataan dibawah ini berkenaan Informasi bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Situs ini menyediakan informasi yang lengkap tentang fitur dan produk yang di jual	1	2	3	4	5	6
Situs ini memberikan informasi yang akurat tentang fitur dan kualitas produk	1	2	3	4	5	6
Situs ini menyediakan berbagai jenis informasi (pembayaran, pengiriman dan pengembalian)	1	2	3	4	5	6
Situs ini menyediakan informasi yang baik tentang produk yang ditawarkan	1	2	3	4	5	6

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan komunikasi sebagai konsumen dalam sistem belanja on-line saat ini dengan MENYILANG atau MELINGKARI angka yang sesuai:

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sek

4. Pernyataan dibawah ini berkenaan keamanan bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS

	STS	TS	ATS	AS	S	SS
Saya merasa aman dalam bertransaksi ini	1	2	3	4	5	6
Privasi saya dilindungi di situs ini	1	2	3	4	5	6
Saya percaya bahwa situs ini tidak akan menyalahgunakan informasi pribadi saya	1	2	3	4	5	6
Saya percaya bahwa situs ini tidak akan memberikan informasi pribadi saya ke situs lain tanpa seizin saya	1	2	3	4	5	6

5. Pernyataan dibawah ini berkenaan komunikasi bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju		Setuju Sekali			
	STS	TS	ATS	AS	S	SS
Konsumen dapat mengajukan ide atau keluhan pada situs ini	1	2	3	4	5	6
Situs ini memiliki syarat dan ketentuan yang baik	1	2	3	4	5	6
Pelanggan dapat mereview produk di situs ini secara aktif	1	2	3	4	5	6
Situs ini memberi kebebasan kepada pelanggannya untuk saling bertukar pikiran	1	2	3	4	5	6

BAGIAN 3: Kepuasan Pelanggan

1. Pernyataan dibawah ini berkenaan kepuasan bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju		Setuju Sekali			
	STS	TS	ATS	AS	S	SS
Saya puas dengan tawaran yang tersedia di situs ini	1	2	3	4	5	6
Saya puas dengan pembelian yang dilakukan di situs ini	1	2	3	4	5	6
Saya puas dengan produk yang saya beli di situs ini	1	2	3	4	5	6

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan komunikasi sebagai konsumen dalam sistem belanja on-line saat ini dengan MENYILANG atau MELINGKARI angka yang sesuai:

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5. = Setuju
2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6. = Setuju Sekali

BAGIAN 5: Komitmen

1. Pernyataan dibawah ini berkenaan komitmen bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju	Setuju Sekali
--	---------------------	---------------

	STS	TS	ATS	AS	S	SS
Saya merasa situs ini layaknya seorang teman	1	2	3	4	5	6
Saya merasa situs ini sebagai bagian dari hidup saya	1	2	3	4	5	6
Saya merasa tidak bisa dipisahkan dengan situs ini	1	2	3	4	5	6
Saya merasa memiliki situs ini	1	2	3	4	5	6

BAGIAN 6: WOM

1. Pernyataan dibawah ini berkenaan WOM bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju		Setuju Sekali			
	STS	TS	ATS	AS	S	SS
Saya selalu mengatakan hal yang positif tentang situs ini kepada orang lain	1	2	3	4	5	6
Saya merekomendasikan situs ini kepada orang yang meminta saran tentang situs kepada saya	1	2	3	4	5	6
Saya mengatakan hal positif tentang produk yang ditawarkan di situs ini	1	2	3	4	5	6

BAGIAN 7: KARAKTERISTIK RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri bapak/ibu/saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap paling sesuai.

Apa jenis kelamin Saudara ?

1.	Pria
2.	Wanita

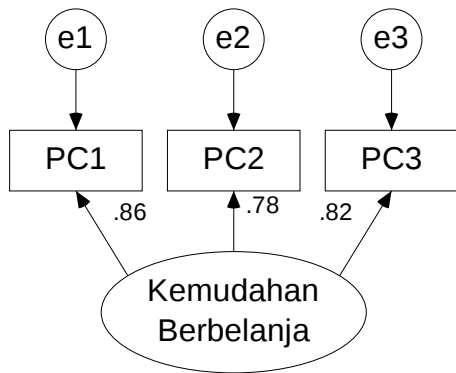
Berapakah usia Saudara pada ulang tahun terakhir ?

1.	< 20 tahun	4.	41 - 50 tahun
2.	20 – 30 tahun	5.	51- 60 tahun
3.	31 – 40 tahun	6.	> 60 tahun

Apa pekerjaan Saudara ?

1.	Pelajar/Mahasiswa
2.	Pegawai Swasta
3.	PNS/TNI/Polri
4.	Tidak bekerja (Ibu Rumah Tangga)
5.	Lain-lain,sebutkan

B. STRUCTURAL EQUATION MODELLING (SEM) ANALYSIS



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PC1 <--- Kemudahan_Berbelanja	1.000				
PC2 <--- Kemudahan_Berbelanja	.952	.067	14.232	***	
PC3 <--- Kemudahan_Berbelanja	.995	.068	14.686	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PC1 <--- Kemudahan_Berbelanja	.858
PC2 <--- Kemudahan_Berbelanja	.783
PC3 <--- Kemudahan_Berbelanja	.819

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kemudahan_Berbelanja	.845	.099	8.496	***	
e1	.302	.068	6.279	***	
e2	.484	.054	8.890	***	
e3	.412	.053	7.777	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	92.265	0	.000	56.996
Saturated model	6	.000	0		
Independence model	3	126.404	3	.000	138.468

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000
Independence model	.577	.525	.050	.263

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	412.404	349.134	483.078

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	1.389	1.379	1.168	1.616

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.078	.624	.734	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223

Model	AIC	BCC	BIC	CAIC
Saturated model	12.000	12.163	34.223	40.223
Independence model	421.404	421.485	432.515	435.515

ECVI

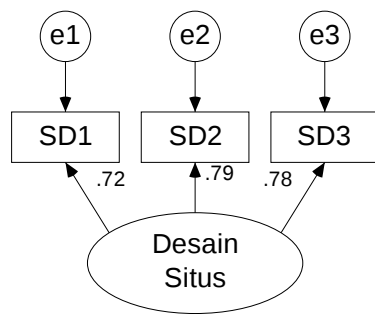
Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	1.409	1.198	1.646	1.410

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	6	9

Execution time summary

Minimization: .022
 Miscellaneous: .093
 Bootstrap: .000
 Total: .115



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
SD1 <--- Desain_Situs	1.000				
SD2 <--- Desain_Situs	1.041	.096	10.813	***	
SD3 <--- Desain_Situs	1.150	.106	10.806	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
SD1 <--- Desain_Situs	.716
SD2 <--- Desain_Situs	.793
SD3 <--- Desain_Situs	.776

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Desain_Situs	.593	.093	6.367	***	
e1	.563	.063	8.928	***	
e2	.380	.056	6.775	***	
e3	.517	.071	7.292	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	73.236	0	.000	65.668
Saturated model	6	.000	0		
Independence model	3	290.577	3	.000	96.859

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000

Model	RMR	GFI	AGFI	PGFI
Independence model	.474	.598	.195	.299

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	287.577	235.298	347.265

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	.972	.962	.787	1.161

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.066	.512	.622	.000

AIC

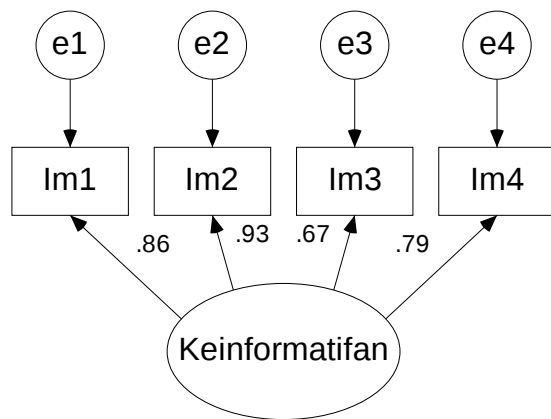
Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	296.577	296.658	307.688	310.688

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	.992	.817	1.192	.992

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	9	12



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Im1 <--- Keinformatifan	1.000				
Im2 <--- Keinformatifan	1.100	.054	20.190	***	
Im3 <--- Keinformatifan	.758	.058	13.039	***	
Im4 <--- Keinformatifan	.863	.053	16.329	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Im1 <--- Keinformatifan	.856
Im2 <--- Keinformatifan	.929
Im3 <--- Keinformatifan	.673
Im4 <--- Keinformatifan	.786

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Keinformatifan	.915	.102	8.947	***	
e1	.335	.079	8.603	***	
e2	.177	.095	5.004	***	
e3	.636	.056	11.290	***	
e4	.422	.061	10.285	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	13.071	2	.001	6.535
Saturated model	10	.000	0		
Independence model	4	714.029	6	.000	119.005

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.031	.979	.923	.196
Saturated model	.000	1.000		
Independence model	.621	.430	.050	.258

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.982	.945	.984	.953	.984
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.333	.327	.328
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	11.071	3.141	26.458
Saturated model	.000	.000	.000
Independence model	708.029	623.968	799.486

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.044	.037	.011	.088
Saturated model	.000	.000	.000	.000
Independence model	2.388	2.368	2.087	2.674

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.036	.590	.668	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	29.071	29.343	58.701	66.701

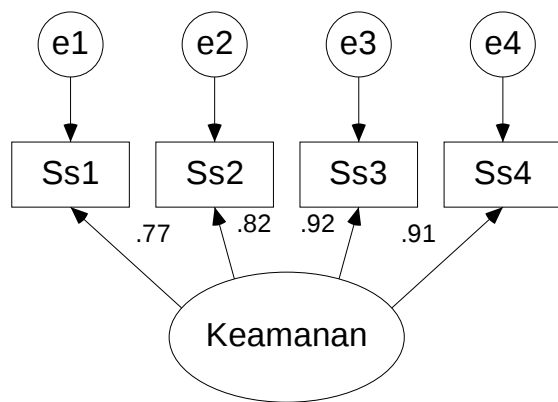
Model	AIC	BCC	BIC	CAIC
Saturated model	20.000	20.340	57.038	67.038
Independence model	722.029	722.165	736.844	740.844

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.097	.071	.149	.098
Saturated model	.067	.067	.067	.068
Independence model	2.415	2.134	2.721	2.415

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	138	211
Independence model	6	8



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Ss1 <--- Keamanan	1.000				
Ss2 <--- Keamanan	1.078	.071	15.288	***	
Ss3 <--- Keamanan	1.186	.068	17.360	***	
Ss4 <--- Keamanan	1.257	.073	17.293	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Ss1 <--- Keamanan	.769
Ss2 <--- Keamanan	.823
Ss3 <--- Keamanan	.916
Ss4 <--- Keamanan	.913

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Keamanan	.743	.096	7.726	***	
e1	.513	.077	10.905	***	
e2	.411	.060	10.276	***	
e3	.199	.058	7.071	***	
e4	.234	.082	7.280	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	12.448	2	.002	6.224
Saturated model	10	.000	0		
Independence model	4	896.630	6	.000	149.438

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.981	.904	.196
Saturated model	.000	1.000		
Independence model	.739	.381	-.031	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.986	.958	.988	.965	.988
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.333	.329	.329
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	10.448	2.812	25.544
Saturated model	.000	.000	.000
Independence model	890.630	795.944	992.704

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.042	.035	.009	.085
Saturated model	.000	.000	.000	.000
Independence model	2.999	2.979	2.662	3.320

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.032	.666	.744	.000

AIC

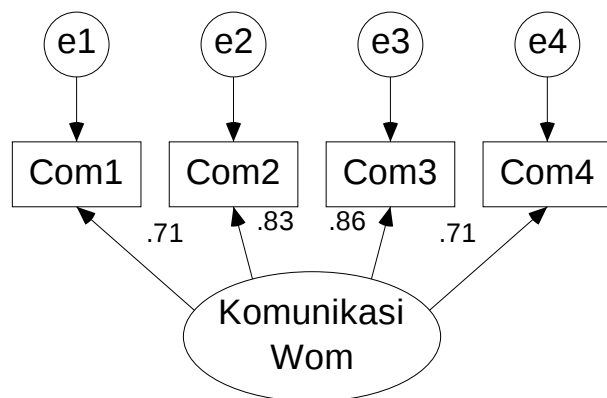
Model	AIC	BCC	BIC	CAIC
Default model	28.448	28.720	58.079	66.079
Saturated model	20.000	20.340	57.038	67.038
Independence model	904.630	904.766	919.445	923.445

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.095	.070	.146	.096
Saturated model	.067	.067	.067	.068
Independence model	3.026	2.709	3.367	3.026

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	144	222
Independence model	5	6



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Com1 <--- Komunikasi_Wom	1.000				
Com2 <--- Komunikasi_Wom	1.073	.083	12.913	***	
Com3 <--- Komunikasi_Wom	1.133	.086	13.137	***	
Com4 <--- Komunikasi_Wom	1.026	.092	11.201	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Com1 <--- Komunikasi_Wom	.708
Com2 <--- Komunikasi_Wom	.834
Com3 <--- Komunikasi_Wom	.859
Com4 <--- Komunikasi_Wom	.708

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Komunikasi_Wom	.676	.101	6.666	***	
e1	.673	.065	10.424	***	
e2	.341	.073	7.873	***	
e3	.309	.064	6.967	***	
e4	.709	.068	10.425	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	63.261	0	.357	56.349
Saturated model	6	.000	0		
Independence model	3	602.568	3	.000	200.856

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	.975	.992
Saturated model	.000	1.000		
Independence model	.755	.457	-.086	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000	.946	1.000	1.000	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	599.568	522.573	683.959

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	2.015	2.005	1.748	2.287

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.018	.763	.873	.000

AIC

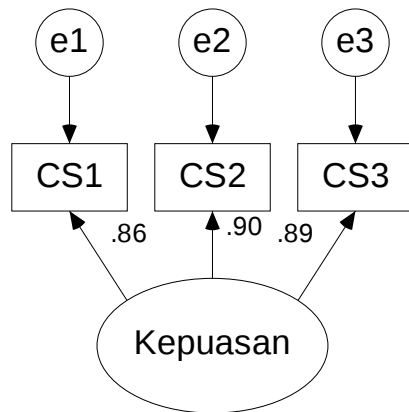
Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	608.568	608.649	619.679	622.679

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	2.035	1.778	2.318	2.036

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	4	6



Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
CS1 <--- Kepuasan	1.000				
CS2 <--- Kepuasan	1.113	.056	19.819	***	
CS3 <--- Kepuasan	1.097	.056	19.701	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
CS1 <--- Kepuasan	.858
CS2 <--- Kepuasan	.896
CS3 <--- Kepuasan	.891

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kepuasan	.757	.084	9.011	***	
e1	.272	.061	8.761	***	
e2	.230	.063	7.014	***	
e3	.236	.072	7.281	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	81.664	0	.000	39.297
Saturated model	6	.000	0		
Independence model	3	620.362	3	.000	206.787

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000

Model	RMR	GFI	AGFI	PGFI
Saturated model	.000	1.000	1.000	1.000
Independence model	.613	.453	-.094	.226

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	617.362	539.181	702.938

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	2.075	2.065	1.803	2.351

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.030	.775	.885	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223

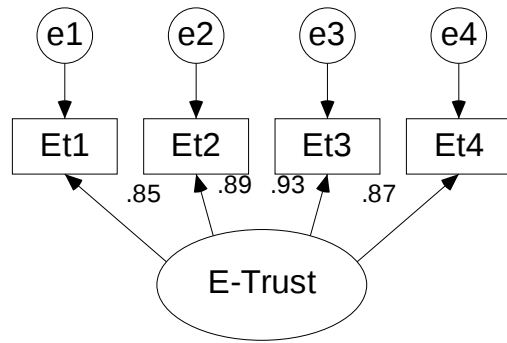
Model	AIC	BCC	BIC	CAIC
Independence model	626.362	626.443	637.473	640.473

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	2.095	1.833	2.381	2.095

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	4	6



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Et1 <--- E-Trust	1.000				
Et2 <--- E-Trust	1.021	.050	20.456	***	
Et3 <--- E-Trust	1.039	.048	21.762	***	
Et4 <--- E-Trust	.994	.051	19.650	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Et1 <--- E-Trust	.848
Et2 <--- E-Trust	.893
Et3 <--- E-Trust	.926
Et4 <--- E-Trust	.873

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
E-Trust	.944	.105	8.990	***	
e1	.368	.086	10.137	***	
e2	.251	.078	8.946	***	
e3	.170	.073	7.275	***	
e4	.292	.060	9.594	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	1.483	2	.476	.742
Saturated model	10	.000	0		
Independence model	4	1026.314	6	.000	171.052

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.006	.998	.988	.200
Saturated model	.000	1.000		
Independence model	.751	.352	-.080	.211

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.999	.996	1.001	1.002	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.333	.333	.333
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	6.585
Saturated model	.000	.000	.000
Independence model	1020.314	918.731	1129.280

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.005	.000	.000	.022
Saturated model	.000	.000	.000	.000
Independence model	3.432	3.412	3.073	3.777

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.055	.716	.793	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	17.483	17.755	47.114	55.114

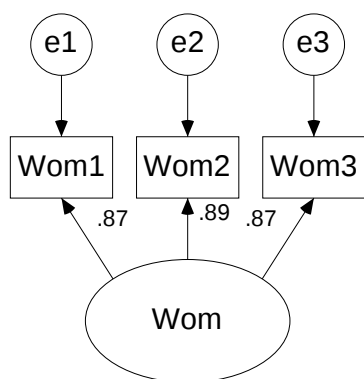
Model	AIC	BCC	BIC	CAIC
Saturated model	20.000	20.340	57.038	67.038
Independence model	1034.314	1034.450	1049.129	1053.129

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.058	.060	.082	.059
Saturated model	.067	.067	.067	.068
Independence model	3.459	3.120	3.824	3.460

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	1208	1857
Independence model	4	5



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Wom1 <--- Wom	1.000				
Wom2 <--- Wom	1.031	.052	19.783	***	
Wom3 <--- Wom	.908	.047	19.281	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Wom1 <--- Wom	.867
Wom2 <--- Wom	.893
Wom3 <--- Wom	.873

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Wom	1.113	.122	9.138	***	
e1	.366	.055	8.194	***	
e2	.299	.053	6.975	***	
e3	.287	.076	7.970	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	30.000	0	.000	25.650
Saturated model	6	.000	0		
Independence model	3	602.568	3	.000	200.856

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000
Independence model	.755	.457	-.086	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	599.568	522.573	683.959

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	2.015	2.005	1.748	2.287

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.018	.763	.873	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	608.568	608.649	619.679	622.679

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	2.035	1.778	2.318	2.036

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	4	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.859	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PC1	8.9667	4.113	.759	.781
PC2	8.8933	4.089	.711	.825
PC3	8.7667	4.019	.734	.803

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.804	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SD1	8.8833	3.756	.625	.758
SD2	8.9367	3.832	.671	.714
SD3	9.0133	3.425	.660	.723

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.886	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IM1	13.5467	8.162	.772	.846
IM2	13.6733	7.806	.830	.822
IM3	13.3933	8.955	.655	.889
IM4	13.5667	8.608	.752	.854

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SS1	13.1400	10.067	.745	.913
SS2	13.0900	9.741	.795	.896
SS3	13.1133	9.506	.854	.876
SS4	13.1467	9.149	.844	.879

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Com1	13.5067	8.431	.653	.837
Com2	13.4700	8.491	.743	.800
Com3	13.5400	8.263	.761	.792
Com4	13.5833	8.297	.651	.839

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cs1	9.1000	4.177	.808	.888
Cs2	9.0300	3.849	.835	.866
Cs3	9.0100	3.896	.832	.868

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Et1	12.8100	9.539	.818	.924
Et2	12.9133	9.558	.851	.913
Et3	12.7867	9.533	.879	.905
Et4	12.7400	9.651	.838	.918

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.909	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Wom1	8.4833	4.786	.812	.874
Wom2	8.2733	4.721	.829	.859
Wom3	8.2900	5.270	.816	.873

SS4
SS3
SS2
SS1
Com4
Com3
Com2
Com1
Cs1
Cs2
Cs3
Et1
Et2
Et3
Et4
Wom1
Wom2
Wom3
Unobserved, endogenous variables
Kepuasan_Konsumen
E-trust
WOM
Unobserved, exogenous variables
Kemudahan_Berbelanja
e1
e2
e3
Desain_Situs
e6
e5
e4
Keinformatifan
e10
e9
e8
e7
Keamanan
e14
e13
e12
e11
Komunikasi
e18
e17
e16
e15
e19
e20
e21
e22
e23
e24
e25
e26
e27

e28

z1

z2

z3

Variable counts (Group number 1)

Number of variables in your model: 67

Number of observed variables: 28

Number of unobserved variables: 39

Number of exogenous variables: 36

Number of endogenous variables: 31

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	39	0	0	0	0	39
Labeled	0	0	0	0	0	0
Unlabeled	28	10	36	0	0	74
Total	67	10	36	0	0	113

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Wom3	1.000	6.000	-.350	-2.475	-.182	-.643
Wom2	1.000	6.000	-.331	-2.340	-.565	-1.996
Wom1	1.000	6.000	-.143	-1.013	-.517	-1.828
Et4	1.000	6.000	-.383	-2.707	-.352	-1.246
Et3	1.000	6.000	-.422	-2.987	-.161	-.570
Et2	1.000	6.000	-.368	-2.601	-.302	-1.067
Et1	1.000	6.000	-.561	-3.966	.204	.721
Cs3	1.000	6.000	-.555	-3.926	-.039	-.138
Cs2	1.000	6.000	-.594	-4.201	-.018	-.063
Cs1	2.000	6.000	-.330	-2.336	-.313	-1.107
Com1	1.000	6.000	-.645	-4.563	-.037	-.130
Com2	2.000	6.000	-.496	-3.506	-.344	-1.216
Com3	1.000	6.000	-.492	-3.480	-.196	-.693
Com4	1.000	6.000	-.578	-4.088	-.316	-1.117
SS1	1.000	6.000	-.350	-2.475	-.546	-1.932
SS2	1.000	6.000	-.442	-3.123	-.475	-1.680
SS3	2.000	6.000	-.334	-2.360	-.604	-2.137
SS4	1.000	6.000	-.438	-3.094	-.464	-1.641
IM1	1.000	6.000	-.391	-2.767	-.574	-2.028
IM2	1.000	6.000	-.371	-2.627	-.467	-1.651
IM3	2.000	6.000	-.474	-3.353	-.532	-1.880
IM4	2.000	6.000	-.310	-2.194	-.678	-2.399
SD1	1.000	6.000	-.569	-4.026	.127	.450
SD2	1.000	6.000	-.371	-2.622	-.283	-1.002
SD3	1.000	6.000	-.375	-2.651	-.479	-1.694
PC3	1.000	6.000	-.519	-3.668	-.148	-.522
PC2	1.000	6.000	-.407	-2.880	-.371	-1.313
PC1	1.000	6.000	-.316	-2.231	-.411	-1.454
Multivariate					222.592	47.031

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
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Observation number	Mahalanobis d-squared	p1	p2
260	102.043	.000	.000
234	86.463	.000	.000
139	78.820	.000	.000
254	78.683	.000	.000
31	76.308	.000	.000
291	75.417	.000	.000
2	74.984	.000	.000
213	74.567	.000	.000
98	68.754	.000	.000
277	67.529	.000	.000
15	66.380	.000	.000
243	66.193	.000	.000
3	62.845	.000	.000
256	61.181	.000	.000
166	60.271	.000	.000
141	60.241	.000	.000
273	59.124	.001	.000
60	57.880	.001	.000
143	57.025	.001	.000
136	56.930	.001	.000
59	56.623	.001	.000
299	56.585	.001	.000
202	55.269	.002	.000
189	55.139	.002	.000
91	54.882	.002	.000
41	54.807	.002	.000
26	53.861	.002	.000
106	53.719	.002	.000
282	53.355	.003	.000
145	52.959	.003	.000
290	49.720	.007	.000
258	49.672	.007	.000
250	49.526	.007	.000
163	47.135	.013	.000
246	47.068	.013	.000
92	46.514	.015	.000
1	45.846	.018	.000
37	45.675	.019	.000
30	45.565	.019	.000
58	45.413	.020	.000
235	44.237	.026	.000
222	44.000	.028	.000
101	43.748	.029	.000
33	43.708	.030	.000
190	43.685	.030	.000
21	43.516	.031	.000
251	43.438	.032	.000

Observation number	Mahalanobis d-squared	p1	p2
280	43.079	.034	.000
179	43.057	.034	.000
7	42.814	.036	.000
211	42.718	.037	.000
261	42.369	.040	.000
208	42.332	.040	.000
183	41.339	.050	.000
265	41.044	.053	.000
248	40.687	.057	.000
252	40.643	.058	.000
8	40.501	.060	.000
82	40.212	.063	.000
20	40.097	.065	.000
122	40.073	.065	.000
32	39.415	.074	.000
218	38.396	.091	.000
197	38.251	.094	.000
108	37.981	.099	.000
217	37.781	.103	.000
88	37.610	.106	.000
128	37.543	.107	.000
104	37.041	.118	.000
167	36.944	.120	.000
24	36.856	.122	.000
292	36.616	.128	.000
173	36.608	.128	.000
168	36.527	.130	.000
215	36.352	.134	.000
287	35.696	.150	.000
209	35.391	.159	.000
241	35.336	.160	.000
296	35.203	.164	.000
35	35.187	.165	.000
219	34.778	.176	.000
233	34.749	.177	.000
279	34.139	.196	.000
107	34.011	.201	.001
50	33.959	.202	.000
27	33.939	.203	.000
121	33.546	.216	.002
195	33.515	.217	.001
75	33.253	.227	.003
80	33.169	.230	.003
300	32.935	.238	.006
146	32.914	.239	.004
284	32.682	.248	.009
188	32.596	.251	.009

Observation number	Mahalanobis d-squared	p1	p2
67	32.586	.251	.006
210	32.455	.256	.008
193	32.407	.258	.007
6	32.166	.268	.014
110	31.974	.276	.022
29	31.864	.280	.025

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 406

Number of distinct parameters to be estimated: 74

Degrees of freedom (406 - 74): 332

Result (Default model)

Minimum was achieved

Chi-square = 604.422

Degrees of freedom = 332

Probability level = .000

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kepuasan_Konsumen <--- Kemudahan_Berbelanja	.198	.059	3.328	***	
Kepuasan_Konsumen <--- Desain_Situs	.203	.078	2.612	.009	
Kepuasan_Konsumen <--- Keinformatifan	.179	.067	2.655	.008	
Kepuasan_Konsumen <--- Keamanan	.127	.045	2.812	.005	
Kepuasan_Konsumen <--- Komunikasi	.280	.066	4.208	***	
E-trust <--- Kepuasan_Konsumen	.798	.066	12.185	***	
WOM <--- E-trust	.346	.074	4.651	***	
WOM <--- Kepuasan_Konsumen	.571	.087	6.558	***	
PC1 <--- Kemudahan_Berbelanja	1.000				
PC2 <--- Kemudahan_Berbelanja	.926	.061	15.224	***	
PC3 <--- Kemudahan_Berbelanja	.975	.060	16.306	***	
SD3 <--- Desain_Situs	1.000				
SD2 <--- Desain_Situs	.918	.068	13.571	***	
SD1 <--- Desain_Situs	.845	.072	11.749	***	
IM4 <--- Keinformatifan	1.000				
IM3 <--- Keinformatifan	.880	.070	12.641	***	
IM2 <--- Keinformatifan	1.234	.068	18.267	***	
IM1 <--- Keinformatifan	1.138	.068	16.839	***	
SS4 <--- Keamanan	1.000				
SS3 <--- Keamanan	.938	.039	23.940	***	
SS2 <--- Keamanan	.871	.044	19.925	***	
SS1 <--- Keamanan	.823	.045	18.096	***	
Com4 <--- Komunikasi	1.000				
Com3 <--- Komunikasi	1.089	.084	12.955	***	
Com2 <--- Komunikasi	1.111	.083	13.398	***	
Com1 <--- Komunikasi	.982	.088	11.103	***	

		Estimate	S.E.	C.R.	P	Label
Cs1	<--- Kepuasan_Konsumen	1.000				
Cs2	<--- Kepuasan_Konsumen	1.134	.055	20.659	***	
Cs3	<--- Kepuasan_Konsumen	1.098	.055	19.875	***	
Et1	<--- E-trust	1.000				
Et2	<--- E-trust	1.016	.049	20.548	***	
Et3	<--- E-trust	1.038	.047	22.074	***	
Et4	<--- E-trust	.992	.050	19.814	***	
Wom1	<--- WOM	1.000				
Wom2	<--- WOM	1.033	.053	19.525	***	
Wom3	<--- WOM	.946	.047	19.928	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Kepuasan_Konsumen <--- Kemudahan_Berbelanja	.214
Kepuasan_Konsumen <--- Desain_Situs	.210
Kepuasan_Konsumen <--- Keinformatifan	.175
Kepuasan_Konsumen <--- Keamanan	.158
Kepuasan_Konsumen <--- Komunikasi	.269
E-trust <--- Kepuasan_Konsumen	.706
WOM <--- E-trust	.325
WOM <--- Kepuasan_Konsumen	.473
PC1 <--- Kemudahan_Berbelanja	.871
PC2 <--- Kemudahan_Berbelanja	.772
PC3 <--- Kemudahan_Berbelanja	.814
SD3 <--- Desain_Situs	.778
SD2 <--- Desain_Situs	.806
SD1 <--- Desain_Situs	.697
IM4 <--- Keinformatifan	.800
IM3 <--- Keinformatifan	.685
IM2 <--- Keinformatifan	.915
IM1 <--- Keinformatifan	.855
SS4 <--- Keamanan	.907
SS3 <--- Keamanan	.906
SS2 <--- Keamanan	.830
SS1 <--- Keamanan	.790
Com4 <--- Komunikasi	.695
Com3 <--- Komunikasi	.832
Com2 <--- Komunikasi	.870
Com1 <--- Komunikasi	.700
Cs1 <--- Kepuasan_Konsumen	.848
Cs2 <--- Kepuasan_Konsumen	.902
Cs3 <--- Kepuasan_Konsumen	.882
Et1 <--- E-trust	.850
Et2 <--- E-trust	.890
Et3 <--- E-trust	.926
Et4 <--- E-trust	.873
Wom1 <--- WOM	.854
Wom2 <--- WOM	.882

	Estimate
Wom3 <--- WOM	.895

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Keamanan <--> Komunikasi	.566	.075	7.522	***	
Keinformatifan <--> Keamanan	.564	.071	7.950	***	
Desain_Situs <--> Keinformatifan	.539	.067	7.993	***	
Kemudahan_Berbelanja <--> Desain_Situs	.574	.072	7.943	***	
Kemudahan_Berbelanja <--> Keinformatifan	.481	.063	7.650	***	
Kemudahan_Berbelanja <--> Keamanan	.576	.076	7.611	***	
Kemudahan_Berbelanja <--> Komunikasi	.474	.066	7.185	***	
Desain_Situs <--> Komunikasi	.474	.067	7.049	***	
Keinformatifan <--> Komunikasi	.408	.059	6.922	***	
Desain_Situs <--> Keamanan	.550	.076	7.230	***	

Correlations: (Group number 1 - Default model)

	Estimate
Keamanan <--> Komunikasi	.635
Keinformatifan <--> Keamanan	.624
Desain_Situs <--> Keinformatifan	.722
Kemudahan_Berbelanja <--> Desain_Situs	.693
Kemudahan_Berbelanja <--> Keinformatifan	.614
Kemudahan_Berbelanja <--> Keamanan	.574
Kemudahan_Berbelanja <--> Komunikasi	.614
Desain_Situs <--> Komunikasi	.644
Keinformatifan <--> Komunikasi	.587
Desain_Situs <--> Keamanan	.576

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kemudahan_Berbelanja	.869	.097	9.009	***	
Desain_Situs	.788	.105	7.496	***	
Keinformatifan	.706	.087	8.140	***	
Keamanan	1.158	.116	10.005	***	
Komunikasi	.686	.104	6.587	***	
z1	.189	.026	7.260	***	
z2	.475	.057	8.335	***	
z3	.490	.060	8.128	***	
e1	.277	.039	7.040	***	
e2	.505	.052	9.795	***	
e3	.421	.047	8.928	***	
e6	.513	.057	9.001	***	
e5	.359	.043	8.319	***	
e4	.593	.058	10.277	***	
e10	.398	.039	10.312	***	
e9	.616	.055	11.296	***	
e8	.209	.031	6.676	***	
e7	.335	.037	9.185	***	
e14	.249	.031	7.956	***	
e13	.223	.028	8.020	***	
e12	.396	.039	10.242	***	

	Estimate	S.E.	C.R.	P	Label
e11	.472	.044	10.755	***	
e18	.734	.068	10.862	***	
e17	.363	.041	8.829	***	
e16	.273	.036	7.584	***	
e15	.688	.064	10.821	***	
e19	.289	.029	9.961	***	
e20	.217	.026	8.322	***	
e21	.254	.028	9.098	***	
e22	.365	.036	10.265	***	
e23	.256	.028	9.289	***	
e24	.168	.022	7.605	***	
e25	.292	.030	9.797	***	
e26	.400	.044	9.117	***	
e27	.329	.040	8.139	***	
e28	.240	.032	7.553	***	

Modification Indices (Group number 1 - Default model)
Covariances: (Group number 1 - Default model)

	M.I.	Par Change
z2 <--> Komunikasi	4.064	-.058
z2 <--> z1	6.359	-.057
z3 <--> Keinformatifan	5.789	-.068
e28 <--> z3	4.274	-.054
e26 <--> z1	4.768	-.047
e25 <--> Komunikasi	5.816	-.054
e25 <--> Kemudahan_Berbelanja	5.213	.059
e24 <--> Keinformatifan	9.950	.057
e24 <--> e28	5.748	.042
e24 <--> e26	5.296	-.048
e22 <--> Komunikasi	7.410	.067
e22 <--> e28	5.422	-.053
e22 <--> e26	5.682	.064
e21 <--> e28	4.797	.043
e21 <--> e27	4.472	-.048
e20 <--> e27	6.983	.057
e20 <--> e23	10.690	-.060
e19 <--> Komunikasi	4.235	.046
e19 <--> Keamanan	4.693	-.061
e19 <--> Kemudahan_Berbelanja	4.173	-.052
e15 <--> e24	7.876	-.072
e15 <--> e22	4.270	.068
e16 <--> Komunikasi	4.630	-.048
e16 <--> Keamanan	7.029	.080
e16 <--> e23	4.228	-.043
e16 <--> e21	8.613	.062
e16 <--> e19	4.060	-.044
e17 <--> Keamanan	7.226	-.088
e18 <--> z3	4.218	.084
e18 <--> e25	9.733	-.097

	M.I.	Par Change
e18<-->e21	5.380	-.070
e18<-->e19	11.402	.104
e18<-->e16	5.604	-.076
e18<-->e17	5.156	.080
e11<-->Keamanan	16.449	-.140
e11<-->Kemudahan_Berbelanja	8.675	.092
e11<-->e18	11.375	-.128
e12<-->e25	6.250	.059
e12<-->e19	4.255	-.048
e12<-->e15	4.126	-.070
e13<-->Keamanan	5.560	.062
e13<-->e15	5.107	.065
e13<-->e17	4.967	-.050
e14<-->Kemudahan_Berbelanja	4.668	-.056
e14<-->e23	6.703	.051
e14<-->e11	13.033	-.089
e14<-->e13	7.809	.050
e7<-->z3	8.233	-.085
e7<-->e15	10.441	-.107
e8<-->e7	5.469	.048
e9<-->Keamanan	4.665	.084
e9<-->e18	5.786	-.102
e9<-->e12	7.055	.085
e9<-->e13	4.952	-.059
e10<-->z3	11.027	.103
e10<-->e27	4.275	.055
e10<-->e7	5.863	-.061
e10<-->e9	6.769	.083
e4<-->z1	6.788	-.065
e4<-->e25	4.540	.061
e4<-->e21	8.460	-.080
e5<-->Keinformatifan	4.714	-.053
e5<-->e19	4.181	.048
e5<-->e8	6.987	-.063
e6<-->e15	5.416	-.095
e6<-->e16	5.053	.067
e6<-->e13	4.359	-.055
e3<-->e25	8.808	.075
e3<-->e9	4.002	.069
e3<-->e4	8.953	.105
e2<-->z2	4.570	.073
e2<-->e7	7.899	.082
e2<-->e4	4.171	-.076
e2<-->e5	5.829	.076
e1<-->z3	7.489	.082

Variances: (Group number 1 - Default model)

	M.I.	Par Change
--	------	------------

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change
Wom3 <--- Et3	4.780	.069
Wom3 <--- Cs3	5.664	.077
Wom3 <--- IM4	4.624	.071
Wom3 <--- SD3	4.816	.066
Et4 <--- Com4	6.035	-.071
Et4 <--- SS2	5.139	.069
Et4 <--- PC3	8.339	.089
Et3 <--- Keinformatifan	4.133	.074
Et3 <--- IM1	4.562	.056
Et3 <--- IM2	5.129	.058
Et2 <--- Cs2	4.322	-.064
Et1 <--- Com1	6.101	.080
Cs3 <--- Com4	4.043	-.056
Cs3 <--- SD1	6.766	-.080
Cs1 <--- Com4	7.387	.078
Cs1 <--- SS2	4.642	-.065
Com1 <--- IM1	5.625	-.107
Com1 <--- SD3	5.316	-.102
Com2 <--- Keamanan	5.444	.082
Com2 <--- Cs3	4.040	.069
Com2 <--- SS1	8.347	.095
Com2 <--- SS2	7.461	.089
Com2 <--- SS4	5.990	.076
Com2 <--- SD3	4.702	.070
Com3 <--- SS2	4.247	-.073
Com3 <--- SS3	5.960	-.087
Com4 <--- Et4	4.507	-.100
Com4 <--- SS1	9.339	-.142
Com4 <--- IM3	4.961	-.108
SS1 <--- Komunikasi	8.979	.161
SS1 <--- Keinformatifan	10.270	.167
SS1 <--- Desain_Situs	11.093	.170
SS1 <--- Kemudahan_Berbelanja	16.346	.194
SS1 <--- Kepuasan_Konsumen	8.769	.150
SS1 <--- E-trust	11.590	.152
SS1 <--- WOM	8.776	.125
SS1 <--- Wom3	8.653	.113
SS1 <--- Wom2	6.229	.086
SS1 <--- Wom1	4.639	.075
SS1 <--- Et4	12.109	.132
SS1 <--- Et3	13.038	.139
SS1 <--- Et2	5.245	.087
SS1 <--- Et1	6.716	.095
SS1 <--- Cs3	6.807	.103
SS1 <--- Cs2	5.520	.092
SS1 <--- Cs1	4.318	.086
SS1 <--- Com1	9.892	.114

	M.I.	Par Change
SS1 <---Com2	10.518	.129
SS1 <---Com3	7.210	.104
SS1 <---IM1	8.567	.110
SS1 <---IM2	8.377	.108
SS1 <---IM3	11.731	.134
SS1 <---IM4	5.003	.090
SS1 <---SD1	4.769	.086
SS1 <---SD2	6.703	.108
SS1 <---SD3	5.500	.087
SS1 <---PC3	15.608	.149
SS1 <---PC2	11.302	.127
SS1 <---PC1	12.438	.139
SS2 <---IM3	5.806	.088
SS3 <---Keinformatifan	4.430	-.085
SS3 <---Com2	5.390	-.072
SS3 <---Com3	6.892	-.079
SS3 <---IM2	4.923	-.064
SS3 <---IM3	8.699	-.089
SS3 <---IM4	4.425	-.065
SS3 <---SD3	5.783	-.069
SS4 <---SS1	4.598	-.066
SS4 <---PC3	4.614	-.067
IM1 <---WOM	5.117	-.086
IM1 <---Wom3	5.505	-.081
IM1 <---Wom2	6.743	-.080
IM1 <---Com1	7.559	-.089
IM3 <---SS1	5.865	.102
IM3 <---SS2	7.701	.116
IM4 <---WOM	9.414	.121
IM4 <---Wom3	10.643	.117
IM4 <---Wom2	11.686	.110
IM4 <---Com1	4.723	.073
IM4 <---SS2	5.451	.081
SD1 <---Cs3	5.879	-.108
PC3 <---SD1	4.601	.085
PC1 <---WOM	4.227	.078
PC1 <---Wom2	5.282	.072

Minimization History (Default model)

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	21	-.774	9999.000	6925.625	0	9999.000
1	e	31	-.357	3.731	3667.902	19	.454
2	e	8	-.174	1.489	1841.091	5	.935
3	e	0	5283.034	1.112	1164.973	5	.631
4	e	0	1839.223	.332	1062.327	6	.000
5	e	0	1312.243	.993	847.866	2	.000
6	e	0	476.358	.439	653.230	1	1.189

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
7	e	0	221.156	.165	613.152	1	1.208
8	e	0	141.676	.086	605.086	1	1.158
9	e	0	142.553	.024	604.429	1	1.063
10	e	0	142.957	.002	604.422	1	1.007
11	e	0	143.256	.000	604.422	1	1.000

Model Fit Summary
CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	74	604.422	332	.000	1.821
Saturated model	406	.000	0		
Independence model	28	6971.075	378	.000	18.442

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.060	.875	.847	.715
Saturated model	.000	1.000		
Independence model	.557	.144	.080	.134

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.913	.901	.959	.953	.959
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.878	.802	.842
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	272.422	207.424	345.254
Saturated model	.000	.000	.000
Independence model	6593.075	6325.366	6867.181

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2.021	.911	.694	1.155
Saturated model	.000	.000	.000	.000
Independence model	23.315	22.050	21.155	22.967

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.052	.046	.059	.271
Independence model	.242	.237	.246	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	752.422	768.319	1026.502	1100.502
Saturated model	812.000	899.215	2315.736	2721.736
Independence model	7027.075	7033.090	7130.781	7158.781

ECVI

Model	ECVI	LO 90	HI 90	MECVI
-------	------	-------	-------	-------

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.516	2.299	2.760	2.570
Saturated model	2.716	2.716	2.716	3.007
Independence model	23.502	22.607	24.419	23.522

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	186	196
Independence model	19	20

Execution time summary

Minimization: .059
 Miscellaneous: .111
 Bootstrap: .000
 Total: .170

ELECTRONIC WORD OF MOUTH ON ONLINE SHOPPING

A THESIS

Presented as Partial Fulfillment of the Requirements

To Obtain the Bachelor Degree in Management Department



By:

Agung Nugroho

Student Number: 08311055

**DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA
2013**

ELECTRONIC WORD OF MOUTH ON ONLINE SHOPPING

By

AGUNG NUGROHO

Student Number: 08311055

Approved by

Content Advisor,

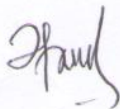


Asma'i Ishak, Drs., M.Bus, PhD.

July 12th, 2013

الجامعة الإسلامية
الاندونيسية

Language Advisor,



July 11th, 2013

Nina Fitriana, MA

ELECTRONIC WORD OF MOUTH ON ONLINE SHOPPING

By

AGUNG NUGROHO

Student Number: 08311055

Defended before the Board of Examiners
On July, 19th 2013
And Declared Acceptable

Board of Examiners

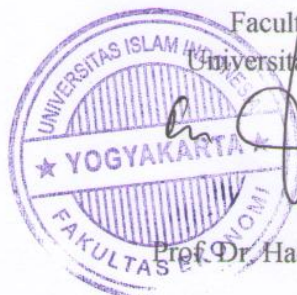
Examiner 1

Anas Hidayat, Drs., MBA., Ph.D

Examiner 2

Asma'i Ishak, Drs., M.Bus, PhD.

Yogyakarta, July, 2013
International Program
Faculty of Economics
Universitas Islam Indonesia
Dean



Prof. Dr. Hadri Kusuma., M.B.A.

DECLARATION OF AUTHENTICITY

Herein I declare the originality of this thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of this thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation for its consequence.

Yogyakarta, July 17th, 2013

Agung Nugroho

ACKNOWLEDGEMENT

In the name of Allah

It has been hard work, incredibly difficult at times, but extremely rewarding, and I am surprised and amazed to have made it to this point. I have a number of people to thank for their support in getting this far on this bachelor journey.

Thanks very much to my thesis content advisor Drs. Asmai Ishak, M.Bus, Ph.D for your simple and little word over the last two years; I understand well what you are taught to me. Mbak Nina Fitriana, MA as my language advisor for the correction to my bad english writing. Proquest, EBSCO, and Gale Cengage developers, you guys have a special seat at heaven!

My deepest gratitude goes to my family for their unflagging love and support throughout my life. This thesis is simply impossible without them. I am indebted to my father, Hadi Winarto for your care and love. Almost one year you wait here asking frequently my thesis progress, and I lied many time. Sorry and I love you pap. I cannot ask for more from my princess Nurhidayati Purwaningsih. I have no suitable word that can fully describe your everlasting love to me. Andika Setiawan as my first bro, you make me understand about automotive things. I feel proud of my brother Wahyu Jatmiko, you had been a role model for me to follow unconsciously when I was a teenager and has always been one of my best partner. Endah wulandari, thank to your unconditional support, your dishes drive my taste.

My friend Rahmi Elsa Diana, not necessarily for coming along at the right time, but for the very special person she is. For the incredible amount of motivation she had with me in the last four months. May this accomplishment boost your thesis too.

I would also like to thank Mbak Meika and Mas Yudha from coklat nDalem for revealing another part of me. You guys was always open for interesting discussions, I am amazed by your sharable talents. I am sure my personality not the most wanted by corporations, but these improvements make me confident.

Sigit pamungkas as a big brother figure in campus, and of course mainly for helping me out with all the things as IP student. Faizin Rahmad Setiaji, Dony Adhika, and Raden Fitra Pradipta, I am glad to have you in such critical time. Thank for the listening that listeners don't have time for. Mr. Badjengans JM Varian, you should apologize to me for being so rude every time.

Chandri, Fina, and Lila, thank for love and support, for putting up with my moods and grumpiness at times, and for allowing my ego high that time. Kak Via and Sandra, my every time thesis reminder, I do finish this thesis less than a week. Some Ull students that have been invaluable on the practical side of things: Zhafiri, Kiki, Bogik, Pambut, Pikek, Gentur, Luksi, Arief, Icak, Jihat, Tommy, Ellan, Dinda,

Aidiennooradzan Halidi, my real time partner in crime, I owe you my success and just wait that time comes. Amalia Ramadhana Mandiri and Mafriyani Hamid, I am still regret why booth of you do not join International Program in Law and Industrial Engineering Faculty, we rule universe! Little time but enough for transferring knowledge from humbles person on earth Wike Anggraeni Nagoya, thank you and always belief everything have its time. Donna Ismara Nasution, strong leader and supportive adviser to all Al-Zaytun friends, glad to know you Don. My brother Chairul Fitrah Salampessy and Reza Abdillah, thank for your advices in hard time, you have done that with so much imagination and fun. Dida Khrisna, thank for being so care lately, you are real bad boy. Vany, Randi, Ikram, Maya, Ainah, Agus, Bojes, Anton, Syaikh, Timtem, and all Al-Zaytun friends in other part of Indonesia see you all at top.

Last but not least, members of International Program staff. Also deserve my sincere thanks, their friendship and assistance has meant more to me than I could ever express. I could not complete my work without invaluable friendly help.

Finally, further comments, critiques, and suggestion will be appreciated in order to make this thesis better. Hopefully, this thesis could open a wider knowledge on the field of study.

Alhamdulillahirabbil'alamiin

Yogyakarta, July 2013

Agung Nugroho

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A. Questionnaire

B. Structural Equation Modeling

ABSTRACT

Agung Nugroho (2013). Electronic Word of Mouth on Online Shopping

Internet can be accessed whenever and wherever people want to use it, and it becomes part of human life. The internet connection, which in the last days was known as high technology thing, now becomes a normal thing. The needs of human always growth and make the growth of science and technology become high. Internet breaks traditional market in the way people buying things. People cannot just only buy books, t-shirt, and computer stuff are bought online, but also holiday trips and several product and services that was unimaginable to buy in the past. As long as there is internet facility, people can buy things wherever they want to without visiting the store. This fact change buyer mindset to buy things through online shopping.

This research will investigate the influence of site characteristics, customer satisfaction, E-trust, to Electronic Word of Mouth (eWOM) in Online Shopping. Result indicates that site characteristics which: shopping convenience, site design, informativeness, security, communication; customer satisfaction, and trust are positively support eWOM

Keyword: *Site Characteristics, Shopping Convenience, Site Design, Informativeness, Security, Communication, Customer Satisfaction, E-Trust, Electronic Word of Mouth (eWOM)*

ABSTRAK

Agung Nugroho (2013). Elektronik Word of Mouth dalam Belanja Online

Internet dapat diakses dimanapun dan kapanpun konsumen ingin menggunakannya. Koneksi internet yang sebelumnya dikenal sebagai teknologi canggih, sekarang berubah menjadi normal. Kebutuhan konsumen terus meningkat dan mengakibatkan pertumbuhan ilmu dan pengetahuan menjadi semakin canggih. Internet merubah cara normal konsumen berbelanja. Tidak hanya membeli buku, baju, dan peralatan computer yang dapat dibeli online, tetapi perjalanan wisata dan beberapa produk dan servis yang tidak pernah dibayangkan untuk terbeli dimasa lampau. Selama disana ada fasilitas internet, konsumen dapat membeli beberapa barang dimanapun dia mau tanpa harus mengunjungi toko. Fakta ini mengubah mindset konsumen untuk membeli barang melalui online

Penelitian ini akan menginvestigasi pengaruh dalam karakteristik situs, kepuasan pelanggan, kepercayaan, terhadap Elektronik Word of Mouth (eWOM). Temuan mengindikasikan bahwasannya karakteristik situs yaitu: Kenyamanan Belanja, Desain Situs, Keinformatifan, Keamanan, Komunikasi; Kepuasan Pelanggan, dan Kepercayaan memiliki efek positif terhadap eWOM.

Keyword: *Karakteristik situs, Kenyamanan Belanja, Desain Situs, Keinformatifan, Keamanan, Komunikasi, Kepuasan Pelanggan, Kepercayaan, Elektronik Word of Mouth (eWOM)*

CHAPTER I

INTRODUCTION

1.1. Background of Study

Technology as we know plays an important role in every aspects of human life, and the development itself has become bigger every days. The Economics growth in Indonesia now is facing a rapid development and non-stop innovation especially in internet usage. Internet can be accessed whenever and wherever people want to use it, and it becomes part of human life. The internet connection, which in the last days was known as high technology thing, now becomes a normal thing. The needs of human always growth and make the growth of science and technology become high. Increasing human needs towards the technology has made the needs of people for internet usage becoming high.

Internet breaks traditional market in the way people buying things. People cannot just only buy books, t-shirt, and computer stuff are bought online, but also holiday trips and several product and services that was unimaginable to buy in the past. As long as there is internet facility, people can buy things wherever they want to without visiting the store. This fact change buyer mindset to buy things through online shopping.

Indonesia nowadays follows trend above in online Shopping. Through several websites which provide online shopping like, Kaskus, Facebook, batamshop, eBay, Amazon, Tokobagus, iTunes, beads, Hijup, mbakdiskon, grahatour, IVEJSHOP, kizaru animanga, belbuk, yaopay, oriflamme, dealkeren, dastanbooks, reptilX, SKC&Bhineka, nulisbuku, tokokainflane, ltbstore.blogspot, kaosbolaclothing, and gramediaonline. They provide easy and simple way to buy their product.

Based on Chung and Shin (2010), there are important attribute for customer as follows: shopping convenience, site design, informativeness, security, and communication. In general shopping convenience is how customers buying product or service in easy ways. Maybe it contains catalog or kind of bunch of picture in slide show. Site design should also be interesting to use. Big company like Twitter, Facebook, and Kaskus, use several ways in changing their design to support customer navigation. Content quality makes customer attached to the site, for example Google phenomena. This search engine becomes free encyclopedia for a whole people in the world because of its information.

While doing online transaction, privacy should be maintained. High level of security leads to customer satisfaction. Today online transaction become most common transaction in information and technology era, so this is should be concerned by web developer. Furthermore, to gain feedback from customer, there should be 2 ways communication. Maybe website developer can make system or leave the phone number in the web, so the company will receive good feedback from customer if there is complain.

Empirical studies shows that site characteristic have a high correlation with customer satisfaction (Chung and Shin, 2010). This finding strengthened past research stating that shopping convenience (Myers and Wimsat, 2012), site design (Chang and Wang, 2011), informativeness (Gounaris, Dimitriadis, and Stahtakhopolos, 2010), security (Ranjbarian et al, 2012), communication (Chung and Shin, 2010) are related to customer satisfaction.

Subsequently, those findings can be good information for online customer to develop their own websites. Overall evaluation of performance to date, affective commitment captures the trust and reciprocity in a relationship, and calculative commitment captures the existence of switching costs or lack of practical alternatives lead to customer satisfaction (Gustafsson et al, 2005). Empirical study shows that customer satisfaction is positively related to trust (Kassim and Abdullah, 2010) and Word of Mouth (Raneweera and Prabhu, 2003). Kim (2009) stated that trust is found to have positive influence on customers' intention to spread positive WOM.

1.2. Problem Formulation

To make the problem more specific and efficient, this research will focus on these points:

1. Does Shopping Convenience have positive effect on customer satisfaction?
2. Does Site Design have positive effect on customer satisfaction?
3. Does Informativeness have positive effect on customer satisfaction?

4. Does security have positive effect on customer satisfaction?
5. Does Communication have positive effect on customer satisfaction?
6. Does Satisfaction have positive effect on trust?
7. Does Satisfaction have positive effect on Electronic Word of mouth?
8. Does Trust have positive effect on Electronic Word of mouth?

1.3. Research Objective

The objectives of this research are:

1. To know whether Site Characteristics (Sopping Convenience, Site Design, Informativeness, Security, and Communication) have positive effect on customer satisfaction
2. To know whether Satisfaction have positive effect to trust
3. To know whether Satisfaction have positive effect on word of mouth
4. To know whether trust have positive effect on electronic word of mouth

1.4 Research Benefit

In this research, several benefits would be achieved:

1. Theoretically

- To develop a better understanding of such constructs as well as to explain their relationship
- To conduct an exploratory investigation of this model

2. Practically

This research can help client or the next scholar in making decision related with Site Characteristic, Satisfaction, Trust, and eWOM in online Shopping

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

With over 200 million population, Indonesia have huge potential of internet user, Abrijani (2012) predicted that the growth internet user in Indonesia in 2013 will be 30 % as the result before in 2012 from 63 million up to 82 million. Growing of technology make people easier to do anything, figure out how many entrepreneurs have new market on it, and like customer doing online buying activity instead of doing it manually.

In this chapter, more explanation about site characteristic and several variables on it (Shopping convenience, site design, informativeness, security, and communication) will be connected one other to customer satisfaction – Commitment and E-Word of Mouth (E-WOM). In the end, Hypothesis formulation will be shown in order to make the further research easier.

2.2 Electronic Word of Mouth (eWOM)

In terms of affective identification, since the service industry is an industry of trust and experience, when consumers produce affective identification, they will love to share their experiences with their friends and relatives. That is, WOM behavior will be produced, Chu and Li (2010)

The temptation is strong for marketers to try to “create buzz” through viral campaigns and other forms of “word of mouth marketing.” However, it is not clear how productive these activities really are. As we have discussed, WOM is complex phenomenon and generally not something that can be controlled directly, Allsop and Hoskin (2007)

Word-of-mouth based URL discovery, including its impact on URL popularity, dependence on users with a large number of followers, and effect on the diversity of information discovered by users (Rodrigues et al, 2011)

There is measurement by Kaplanidou and Vogt from Recreation and Tourism field:

WOM can be measured by:

- Creating a database and monitoring the visitation patterns of operations
- Training and empowering employees to acquire information from customers
- Adding questions to customer surveys that relate to WOM activity
- Conducting focus groups to understand what their customers usually “talk” about
- Benchmarking satisfaction.

Add by Gauri and Rao (2008), all the attributes, positive customer reviews have the greatest impact on repurchase intention.

Interesting founding by Bouchard (1994), if agent perform some active modifications of the information spreading on the network, they generate a social value of information. In the context of a firm seeking to spread information about its product, this social value can be thought as the valuation that agents form

about the product by talking to each other, without any intervention. Such valuation can be positive, or negative, depending on how information is modified.

If an individual's stays with an organization because of likelihood, then any WOM communication that takes place should be spread. In opposite, high sacrifice commitment of individual, no significant impact on information spreading. As predicted, those people who sacrifice will act passively with an organization. When data tested in veterinary industry, the level of perceived service quality positively affect satisfaction or an individual WOM communication moreover, when service quality resulted low. In other words, consumers are more likely to engage actively in WOM communication when service quality is low. It is maybe an attempt to warn other and protect them from experiencing similar problem with the service provider (Walker, 2001)

Study which conducted by Molinary et al, (2008) stated that quality to positive word of mouth found as strongest significant by all of the concepts. Satisfaction to repurchase and word of mouth to repurchase was found significant. Directly or indirectly, positive WOM is very important issues in work environment. Manager should know how to get their customers spread word about good company service that received by them. Maybe several payments as reward can be conducted. Customer expectation is the key to know how good service known by customer and manager can generate messages that raise expectations above what the organization can actually deliver. Soon, fulfilling their request is the last step.

Two sides WOM are more effective advertisement (Ying and Chun, 2007), marketers may use this as marketing tools. For example, sliming product on TV usually updated information about customers who successfully lost some weight. Virtual Brand Communities (VBC) created, to be brand ambassador of the product. The result clearly show that participant in a VBC is related to positive WOM (Vela, 2011). By at least registering for the community, boosts satisfaction, affective commitment, and positive WOM activities. VBC can help company identify the need and desires of individual or group of people.

There is new concept drive through growing up information and technology, Electronic word of mouth is a concept that has seemed to grow by leaps and bounds over the past decade (Tiana, 2011). E Wom affects behavioral intention, Kamtarin (2012)

Based on Dr. Eaton from University of Arizona, E word of mouth marketing can create intrigue and generate buzz leading to traffic on a particular website (e.g., typing commands for a cartoon character to follow), which will in turn promote the company's offerings. It can combine by another marketing tool to effectively force the customer to share with their friends. There exists some other levels in eWOM studies, such as product class, industry, strategy, and else, believed by Cheung and Thadani (2010)

Another word from Litvin et al , (2005) stated that early step of e WOM appears to customer with combining offline techniques for managing interpersonal influence (i.e., stimulating and creating opinion leaders). From

Bogazici University, Seraj say that eWOM is an exponentially developing resource that influences the buying decisions of consumers.

To add another understanding of how WOM influences important intermediary variables in the choice process for experience goods, Liang and Corkindale from UNISA said that. eWOM in all forms of its valence, can be seen to moderate the price effect on perceptions of quality for an experience, service good and in our study's circumstances its influence as a cue to quality perception dominates that of price.

In the Traveler review from business school from Amsterdam there is three important things about eWOM. First, more positive e-WOM of location, environment and service will lead to more visits to a hotel's webpage. Second, for price-oriented customers, the Figure-form e-WOM perceived as more influence than Word-form eWOM. Third, those obviously high or low rating scores of eWOM perceived more influence than average rating scores. (Ding, 2011)

Another Studied by Chen (2011), found another three founding's, First, this study indicates that loyalty is influenced electronic significantly and positively by word-of-mouth. Second, satisfaction influences directly on loyalty and is the indirect influencer of loyalty via electronic word-of mouth. Finally, technology readiness plays an important role in forming satisfaction, electronic word-of-mouth, and loyalty. And, technology readiness is the most motivator of loyalty in this study. Chen (2011)

2.3 Site Characteristic

Many years ago, development of website has growth rapidly. The change of paradigm from the product-oriented shaped into customer-centered websites drives competition among organization making site to attract customer. Several authors made research about site characteristic. Tarafdar and Zhang (2005) identified four characteristic. The first is about the content of the information in the website, the information should be relevant to the purpose of the website, easy to read and comprehend, useful, acceptable, and up-to-date. The second is the Navigation in using the website, in term of design, layout, and classification. It also includes the effectiveness of hyperlinks and overall organization information, so these characteristics affect the user in navigating the website. The third is the website should be easy to use, it should be design to application that associated with it with effective portion. Like to use graphics, multimedia, and other interactive elements, that makes the website interesting and easy to use. The last is providing personalization and capability to customized information based on specified groups of customer, such as the “one click” feature or “My Yahoo” will help customers to easily return to specific information and easy to interact with website.

Around 100 college and university websites were analyzed by Hite & Railsback (2010). They found the website to be customer/audience centered by seeing following characteristics:

(1) consistent use of the same text and background colors on both home and linked pages,

(2) consistent use of font styles,

(3) web page loading time within 10 seconds, and

(4) and placement of hyperlinks (menus) across the top of the screen or in a column down the left side of the screen.

Another past research by Kim and Ahn (2006) stated that site characteristics of a Website owned by firm would only use the website as communication media to its customers. Usability includes interface consistency, time responds, and interaction styles are included as other considerations besides security. They are regarded as proof of the company capability to fulfill its promises to customer trust. Security in this study is the perception of how secure customer transaction in a particular website

Related on table of Tan, Tung, and Xu, following website characteristics in past literature:

Theory Perspective	Major Constructs	Reference
	<u>Ease of use</u> Product Search Mechanisms, Challenges, Visual representation, Customized design, Navigation, Interactivity, Response time, Ease of understanding,	[Benbunan-Fich 2001], [Moon and Kim 2001], [Koufaris 2002], [van der Heijden 2003], [Lee and Lee 2003], [Shih 2004], [Kim and Stoel 2004], [Loiacono et al

TAM Theory Acceptance Model	Consistent image, Intuitive operations <u>Usefulness</u> Functional service, Information service, Content, Access Costs, Perceived information quality, Perceived system quality, Perceived service quality, Tailored information, Informational fit-to-task, , On-line completeness <u>Perceived Playfulness</u> Perceived visual attractiveness, Emotional appeal, Visual appeal, Perceived enjoyment,	2007], [Ahn et al. 2007]
HCI Human Computer Interaction	Presentation flaws, Site breadth, Download Delay, Flash use, Information format, Recommendations system, consumer reviews system, Personalized content services, Website Informativeness, Functionality, Structure, Navigation/Organization, Interactivity, Responsiveness, Information/Content, Promotion, Service, External interpersonal sources, Purchase facilitation, Content relevance, Text, Graphic, Website Accessibility	[Palmer 2002], [Hong et al. 2004], [Hong et al. 2005], [Everard and Galletta 2005], [Song and Zahedi 2005], [Tam and Ho 2006], [Webster and Ahuja 2006], [Galletta et al. 2006], [Kumar and Benbasat 2006], [Liang et al. 2006], [Mithas et al. 2006], [Pavlou et al. 2007], [Mu and Galletta 2007], [Holsapple et al. 2005], [Couture et al. 2005], [Qiu and Benbasat 2005], [Ho and Tam 2005], [Ben-Bassat et al. 2006], [Zhang et al. 2005]
Integrated Frameworks	Relevance, Media use, Depth/breadth, Current information, Goals, Structure, Feedback, Promotion, Community, Personalization, Refinement, Challenge, Plot, Character strength, Pace, Design, Appearance, Specific content, Content quality, Technical adequacy, Navigation structure, Playfulness, Information quality, System quality, Service quality, Relevance, Design, Speed, Readability, Progressiveness, Currentness, Sufficiency, Interactivity, Timeliness, Scope,	[Huizingh 2000], [Liu and Arnett 2000], [Zhang and von Dran 2000], [Zhang and von Dran 2001], [Geissler 2001], [Agarwal and Venkatesh 2002], [Aladwani and Palvia 2002], [McKinney et al. 2002], [Ranganathan and Ganapathy 2002], [Robbins and Stylianou 2003], [Venkatesh and Ramesh 2006], [De Wulf et al. 2006], [Fang and Holsapple 2007], [Loiacono 2007], [Liang et al. 2006], [Mithas et al. 2006], [Pavlou et al. 2007], [Mu and Galletta 2007], [Holsapple et al. 2005], [Couture et al. 2005], [Qiu and Benbasat 2005], [Ho and Tam 2005], [Ben-Bassat et al. 2006], [Zhang et al. 2005]

	Access, Enjoyment, User empowerment, Visual appearance, Technical support, Organization of information content, Credibility, Impartiality, Reliability, Security, Privacy, Informational Fit-To-Task, Tailored Information, Trust, Response Time, Ease Of Understanding, Intuitive Operations, Visual Appeal, Innovativeness, Emotional Appeal, Consistent Image, On-Line Completeness, Relative Advantage	et al. 2007] , [Shergill and Chen 2005 [Hornbat 2006], [Mao et al. 2005]
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Hence, all past research in site characteristic, many result found and used to acquire another future research, since the methodology, and concept used is different. Finally, centered to Chung and Shin (2010), this research will identify important factor through customer, they are shopping convenience, site design, informativeness, security, communication.

2.3.1 Shopping Convenience

Based on Kathleen and Leopard (2000), The demand for more useful shopping reflects several trends, including increasing numbers of women in the labor force and consumer perceptions of limited time. Because working women normally keep family management responsibilities, useful alternatives to traditional routines like shopping have become a lesser amount of a luxury and more of a necessity. Park et al (2010), added that shoppers who have tendencies toward sensory innovativeness are tending to show hedonic shopping styles such as brand consciousness, recreational orientation, fashion consciousness, impulsive shopping and habitual/brand loyal orientation.

Lim & Dubinsky (2004) stated that web sites should ease customers to use it, to receive order confirmations via e-mail, including information about shipping, returns, and order tracking numbers, and facilitate order processing. In the other hand, the mobile internet technology has opened new shopping experience by offering easy use for shoppers to do internet-enabled mobile phone subscription. This is additional benefits that include convenience, ubiquity, flexibility, and personalization, Yang (2010)

Several types of convenience can be considered through the shopping process. For instance, products that are easy to reach possess "access convenience", while products that are easy to find and to compare show "search convenience" ".Possession convenience" occurs when products are easy to obtain, while ease of purchase and return enable shoppers to have "transaction convenience". In addition, shopping that is quick and without delays expresses "time convenience". Shopping close to home, home delivery, and shopping through non-store methods at home are all ways of gaining "place convenience" (Carol & Jay 2002)

In the same research, Myers and Wimsat (2012), found similar result like Chung and Shin (2010), that shopping convenience has positive impact on customer satisfaction

Thus, the following hypotheses presented as:

H1. Shopping Convenience will have positive effect on customer satisfaction.

2.3.2 Site Design

Interaction with customer will probably happen to this site characteristic thing. Electronic commerce on the internet is increasing the commercial use of website and the need for using website. Well-designed website will become more critical in the way customer bought. As the time goes by, development of website are ongoing activities or not a “one-off project”, it needed continuous improvement to see how appropriate creation and management of website itself (Clyde, 2000).

Turn & Wagner (2004) spread quick voting to several users and emerge on design and informational site, and the result was website should be ongoing and repetitive. Design features include the number of links, provision of information, the provided frequently asked question (FAQ), image size, product number, and the type of navigation. Initial studies have considered only visual factors in effective web site design, including structure, navigation, contents, visual layout, and media (IBM, 1999)

Sung, Shaw and Schneider, (2003), explain website design becomes a critical success factor. Consumer interacts through website layout and appearance, which reflect the business. Consequently, it may become one of the main factors in judging how corporation was.

Significant evidence should be provided to support other work used in several cultures. Web content and directions related to specific cultural preferences include layout, symbols, navigation, and the use of color, significantly needed to create culturally appropriate sites. However, web site design should contribute to development of online customer trust, loyalty, and satisfaction (Cry and Smith, 2004)

Next, the numbers of online consumers are rapidly growing. It appear that user prefer to use local website to foreign website. Although there are financial costs associated with web site localization, if online customers are more trusting, satisfied, and loyal to web site, then the benefits can be expected (Cry, Kindra, and Dash, 2008)

Chang and Wang (2011) said that website design is an important dimension, because it affects both customer satisfaction and consumer perceived value. Szymanski & Hise (2000) emphasized that there should be positive correlation between web design and customer satisfaction.

Therefore, the proposed hypothesis is;

H2: Site Design will have positive effect on customer satisfaction

2.3.3 Informativeness

Based on Zhang, Tarafdar, and Mondieepa (2006), for information related websites such as News & Information websites, Search Engines & Portals, information quality, usability, ease of navigation and speed are the most important

characteristics. It is because user should find relevant, meaningful, and appropriate information in surfing on the Internet.

Reviewing federal law governing accessibility should be concerned by individuals in the computer information system fields. Some false principles related to hyperlink:

1. Using photo as hyperlinks (74%)
2. Using colors other than the defaults blue color for linked text (67%)
3. Having an easy method to get back to the home page from linked pages (50%)
4. Using bullets as links (23%)

Web developers should recheck and remove unnecessary information link, since people will overlook those types of links (Hite & Railsback, 2010). Jiang and Rosenblum (2005), added that frequently asked questions (FAQs) can be maintained continuously to update information on the company. Therefore, what customer expects for rich and credible content from website as an information system can be done.

Simple and relatively information has shape to dynamic and multimedia based content. The amounts of information increase rapidly; make finding the right useful information difficult (Tarafdar and Zhang, 2008). Easy example, the Google's phenomena as search engine. The relevance and accuracy of information of search result determine the success of website.

Another research conduct by Gullikson etc. in 1999 stated that lack of navigational aids and labeling concepts affect usability of website. Difficulty of interpreting and navigating the menu structure lead to dissatisfaction with the site.

By all statement above, it can be concluded that informativeness is important in website development. Gounaris, Dimitriadis, and Stahtakhopolos (2010) emphasized that information is one of key drivers that affect significantly satisfaction from e-shopping.

Therefore, the proposed hypothesis is;

H3: Informativeness will have positive effect on customer satisfaction

2.3.4 Security

Security of web sites is a major concern not only for the library industry, but also for other industries and governments. Kuzuma, (2010) in her research said that managerial act such as performing periodic audits and risk assessment can help determine which systems are most vulnerable and need to be secured by librarian staff, because growing treats In websites are fast.

Mentioned by over 36 respondent in research conducted by Miyazaki et al, (2001) that security of personal and financial information is top concern of security. Lower risk security can be solved by increasing level of internet experience, higher level of internet experience higher concern on online privacy. As e-commerce has grown so have concerns of online consumer privacy, the protection of consumer information are nature of online communication (Bashear et al, 2008).

Financial security in online transaction becomes popular topic in e-commerce. Consumer decision to buy online would concern on the security level. Online security plays an important role in e-satisfaction (Szymanski & Hise, 2000). Research conducted by Maditinos and Theodoritis (2010) that there is specific strong effect that product and service information quality as well as user interface quality and security perception have on overall satisfaction

Therefore, in line with research done by Ranjbarian et al, (2012), there is positive relationship between security and e-Satisfaction

Therefore, the proposed hypothesis is;

H4: Security will have positive effect on customer satisfaction

2.3.5 Communication

Scientific communication on the web is starting point for further investigation to know how good web publication on scientific field (Seiden et al, 2004). Some websites selected each communication through several ways, like e-mail address, direct phone number, and physical address. However, email can be used to inform new product development or offerings, and special purchasing incentives (i.e., discounts, coupons). In online environment, shoppers would look into trusted site, and good strategies around website communication will rise the opportunities for gaining interaction with customer.

Since communication is an important web site strategy, online vendor that openly interact with customers may gain more trustworthy. The communication variable is found to be the second strongest predictor of website trust (Wakefield et al, 2004). Web is a powerful customer communication channel that can be implemented in various industries (Knezevic et al, 2011). Higher industries are implementing web more often than smaller one, but there is interesting finding in Knezevic research that companies in Bulgaria, Slovenia, Greece, and Romania are less interactive than companies of Croatia and Turkey in implementing web as an important and vital part of their customer communication strategy. Even though those four countries are member of EU and the rest are not.

Previous study of university website indicate that website are used for one way communication, this study shows the school phone number is provided on most websites, allowing one form of two way communication, Hite and Railsback (2010). Web developers should recognize website as one component of an organization's overall information systems so that its content should give two-way communication to gain feedback. Nike online shoppers (www.nike.com) can customize shoes, colors, styles, and even select a name or message. Similarly, communication on useful offers, as is done with social networking sites such as Osoyou ([www. Osoyou.com](http://www.Osoyou.com)) (Maghrabi and Dennis, 2011).

Based on statement above, and in line with Chung and Shin (2010), it is found that communication will have positive effect on customer satisfaction.

Therefore, the proposed hypothesis is;

H5: Communication will have positive effect on customer satisfaction

2.4 Customer Satisfaction

Customer satisfaction is an overall evaluation of performance to date, affective commitment captures the trust and reciprocity in a relationship, and calculative commitment captures the existence of switching costs or lack of practical alternatives (Gustafsson et al, 2005)

Customer satisfaction will be impacted by perceived quality if there is rapidly improving general standards of service delivery (Heiler et al, 2003). E-commerce customer satisfaction significantly influences customer loyalty to play the role of partial mediator between each of the user interface quality and information quality constructs and customer loyalty (Meid, 2011).

Smith and Bolton (2003), found that service failure would directly affect emotion on customer satisfaction. They will react to service failures in trusting or believing service (e.g. financial, legal, medical, and service) may be even more emotion troubled than their reaction in hospitality industry. Additionally there is evidence that quality, value, and satisfaction directly influence behavioral intentions (Cronin et al, 2000)

Consumer satisfaction of a content-driven web site influences attitude towards the web site (Sport team). This result shows that the influence of consumer satisfaction on sports consumers' attitudes towards the web site is consistent with the findings of research conducted in traditional settings investigating consumer satisfaction and its influence on consumer attitudes (Carlson and O'Class, 2010). Different level of customer satisfaction have

significantly negative direct effects on customer complaints or significantly positive directly effects on customer loyalty (Yu et al, 2005)

Above all statement above, there is positive linkage between website satisfaction, website trust, and website loyalty in the development of the online brand relationships (Horpu et al, 2008). Next, in line statement by Kassim and Abdullah, 2010 that customer satisfaction is positively related to trust.

In contrast, dissatisfied customers who complained to the marketer are potentially bring negative Word of Mouth (WOM). In some case, complaining also has the ability to reduce dissatisfaction by allowing unhappy customers to say their anger and frustration (Nyer and Gopinath, 2005)

Subsequently, research conducted by Ranaweera and Prabhu (2003) found that satisfaction and trust also have significant positive effect on WOM.

The following hypotheses presented as:

H6: Customer Satisfaction will have positive effect on Trust

H7: Customer Satisfaction will have positive effect on WOM

2.5 Trust

Education to the employee in the context of big industries plays important role. Employee enrolment, clear and strict standards operation procedures will lead to customer trust. Therefore, training should be held and prepared outside daily business. This delivers a chance to build trust based on credibility in the so-called “moments of truth” (Kantsperger and Kunz, 2010)

Garbarino and Johnson (1999) said that future targets of low relational customers are driven by overall satisfaction; whereas the future target is driven by trust and commitment. In addition, will lead to High relational consistent subscribers. On the other hand, Eid (2011) found that user interface quality, perceived security risk, and perceived privacy are strongly related to trust.

In the mobile phone case, as far as trust is concerned, potentially negative attitude may happen between past reactions and nowadays such as marketers who negatively sending bad text message. Hence, there will be negative relationship because the same text format is less preferable (Al alak and Alnawas, 2010).

Meanwhile in online site, Mosavi and Ghaedi (2012) found that as trust increase, commitment tends to get stronger. Because positive relationship between trust and commitment found, once trust is establish, customers are tend to commit themselves to website. Added by Zhu et al, (2011), trust does influence customer attitudes and behavioral intentions. Easy-operation website sustains consumer confidence in online purchasing and in trust.

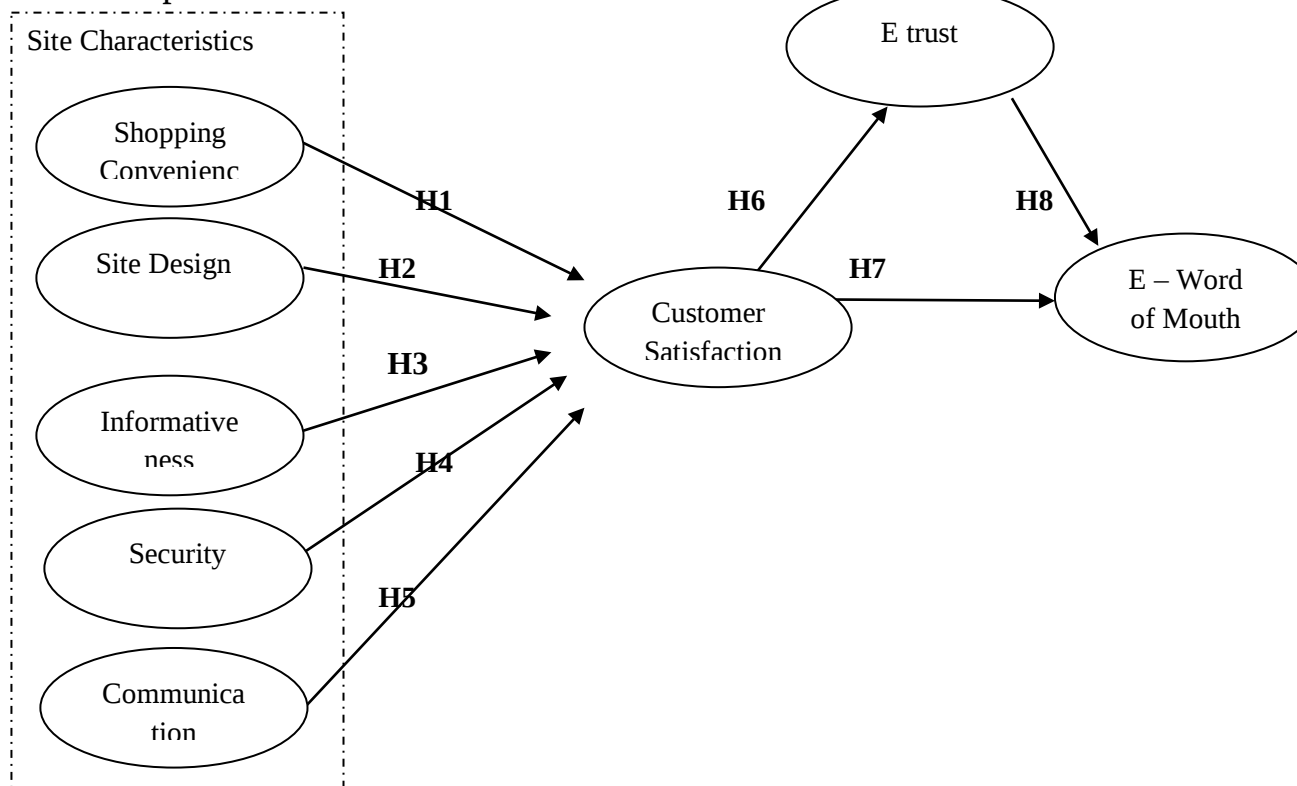
However, trust is found to have a positive influence on customer's intentions to spread positive WOM. Apart from dealing with Negative WOM, former relationship with company will keep loyal customer on company. Meanwhile customers who have not had an opportunity to build trust toward company will be more easily influenced by NWOM (Kim, 2009 Goles et al, (2009) added that affect-based trust affected intentions to repurchase and intentions to engage in negative WOM communications more than cognition-based trust.

In contrast, Trust affect positively to WOM (Ranaweera and Prabhu, 2003).

Therefore, the proposed hypothesis is;

H8: Trust will have positive effect on WOM

2.6 Conceptual Framework



CHAPTER III

RESEARCH METHOD

3.1. Research Setting

The research is located in Daerah Istimewa Yogyakarta specifically in Universitas Islam Indonesia including all faculties. The background in choosing this area because the student in this university is varied, and information and technology era that used internet, and represents the consumers who have done online shopping. Subjects will be asked about their experience in online shopping or running their own website.

3.2. Population and Sample

Population includes all research objects while sample is part of population that has same characteristics on population. All elements (people, product, and event) which can be used to make a conclusion are population. Sample chosen based on several characteristic and technique. Convenience sampling is chosen in this research, so that the researcher can freely choose the respondent. Total sample in this research is 300 people. It is relates to minimum requirement on Structural Equation Modeling which 100 units (Ghozali, 2008)

3.3. Sample Collection Technique and Total Sample

Accidental sampling is used in this method, to get the real answer and represent each population. Therefore, the researcher took whoever wants to participate, for example random pedestrian in UII area.

3.4.Data Collection method

Data collection method used for this research is questionnaire. It is flexible and relatively easy. It contains questions related to each variable construct. Close and open question may be used in this method. In this research, researcher used close question

3.5.Research Variable

In this research, there are two variables:

- Independent variable

An independent variable is variable that influences the dependent variable in a positive or a negative direction (Sekaran, 2000).

- Dependent variable

A dependent variable is the primary interest variable of the researcher (Sekaran, 2000).

Measurement variables adopted from research instrument conducted by Chung and Shin (2010), using six Likert interval scale from 1 (one) to six (6). Score 1 (one) shows strongly disagree, and 6 (six) is strongly agree.

- a. Shopping Convenience

It is where shoppers enjoy doing online shopping, feel easy to navigate website and its perceived value. This variable measure by these four indicators i.e. this website is very convenient to use, it takes a short time to shop at this website, , this website provides ease procedures of ordering, and a first time buyer can make a purchase from this website without much help.

b. Site Design

It serves as a physical environment of store, which has positive effect on consumers shopping. This variable measure by these four indicators as follows:

- The website is visually appealing
- This website has good selection
- The website's appearance is professional
- It is quick and easy to complete a transaction at this website

c. Informativeness

Before consumer purchase some products, they try to search for information on the product. Therefore, it may be important factor for online shoppers. This variable measure by these following four indicators:

- This website provides the rich information on features and quality of the products
- This website provides the accurate information on features and quality of the products

- This website provides various kinds of peripheral information (payment, delivery, and return)
- This website provides the good information of products

d. Security

Online transaction system and the protection of privacy are important to increase online purchasing. This variable measures by four indicators:

- I feel safe in my transactions with this website
- I feel like my privacy is protected at this site
- I trust this site will not misuse my personal information
- I trust that this site will not give my information to other sites without my permission

e. Communication

Websites tend to give two way feedbacks to gain a good communication. Online shoppers can give good suggestion to the site for improving quality of website. This variable measure by four indicators:

- Consumers can free to say about an idea/or complaint at this site
- This website has good FAQ system
- Customers can actively review products of this site
- This site provides free to exchange opinions between customers

f. Customer Satisfaction

It is emotionally positive reaction for experiencing good or services. This variable measure by three indicators:

- I am satisfied with the offerings at this website

- I am satisfied with the purchases at this website
- I am satisfied with the products at this website

g. E-trust

Important prerequisites for e commerce success, higher level of trust, higher potential online shopper will be loyal. This variable measure by four indicators:

- I trust the information that this site provides
- I trust the promise that this site makes
- I trust the products that this site provides
- I trust the delivery of products that this site makes

h. E-WOM

Self-expression to the other, relate to good or bad good or service feels.

This variable measure by four indicators:

- I say positive thing about this website to other people
- I recommend this website to anyone who seeks my advice
- I say positive thing about products of this website

3.6. Validity and reliability test

In this study, the function of validity test is to measure and analyze whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important

factor in determining the quality of the research result. This is because the result of this research is fully dependent on the quality of the data obtained.

If the corrected item total correlation is greater than critical value for validity coefficient (0.30), it means that the item can be considered as valid, but if the validity coefficient of one item is less than the critical value for validity coefficient (0.30) the item is considered invalid or failed.

Reliability test is also designed to find out the consistency of the measurement tools. It could give the result that is relatively consistent if there is re-measurement in the same subject. The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). A reliable measurement tool will provide a reliable result that is also relevant to the variable used, and if the data is relevant to the reality condition, the result of any measurement conducted in the next period will always be the same.

Reliability test is conducted with SPSS by putting all questions in SPSS to be analyzed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach (α) is ≥ 0.6 . Thus, the measurement tool of the research is claimed reliable to be used.

Researcher spread 35 respondent for checking each validity and reliability test. Total amount of question are 30 questions as follows:

- 1) Site characteristic variable for shopping convenience counted 4 questions

- 2) Site characteristic variable for site design counted 4 questions
- 3) Site characteristic variable for informativeness counted 4 questions
- 4) Site characteristic variable for security counted 4 questions
- 5) Site characteristic variable for communication counted 4 questions
- 6) Customer satisfaction variable counted 3 questions
- 7) E-trust variable counted 4 questions
- 8) E-WOM variable counted 3 questions

The result of the validity test and reliability test is showing the following result:

1. Validity Test

Validity Test of Shopping Convenience Variable

Table 3.1

Source : Primary Data Computed (2011)

No.	Item	Corrected item- Total Corrected	Min Score	Status
1	SC1	.540	0.3	Valid
2	SC2	.527	0.3	Valid
3	SC3	.480	0.3	Valid
4	SC4	.287	0.3	Not Valid

The data in table 3.1 shows that all items of variable is considered valid; because the score of corrected item total correlation is above the minimum score (0.30), except item number 4, so will be deleted.

Table 3.2

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	SC1	.555	0.3	Valid
2	SC2	.632	0.3	Valid
3	SC3	.479	0.3	Valid

The data in table 3.2 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Site Design

Table 3.3

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	SD1	.467	0.3	Valid
2	SD2	.488	0.3	Valid
3	SD3	.667	0.3	Valid
4	SD4	.290	0.3	Not Valid

The data in table 3.3 shows that all items of variable is considered valid; because the score of corrected item total correlation is above the minimum score (0.30), except item number 4, so will be deleted.

Table 3.4

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	SD1	.447	0.3	Valid
2	SD2	.623	0.3	Valid
3	SD3	.625	0.3	Valid

The data in table 3.4 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Informativeness

Table 3.5

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	I1	.657	0.3	Valid
2	I2	.849	0.3	Valid
3	I3	.624	0.3	Valid

4	I4	.550	0.3	Valid
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The data in table 3.5 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Security

Table 3.6

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	S1	.489	0.3	Valid
2	S2	.764	0.3	Valid
3	S3	.591	0.3	Valid
4	S4	.631	0.3	Valid

The data in table 3.6 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Communication

Table 3.7

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	C1	.584	0.3	Valid
2	C2	.525	0.3	Valid
3	C3	.749	0.3	Valid
4	C4	.564	0.3	Valid

The data in table 3.7 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Customer Satisfaction

Table 3.8

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	CS1	.669	0.3	Valid
2	CS2	.839	0.3	Valid
3	CS3	.763	0.3	Valid

The data in table 3.8 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Trust

Table 3.9

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	T1	.804	0.3	Valid
2	T2	.791	0.3	Valid
3	T3	.841	0.3	Valid
4	T4	.784	0.3	Valid

The data in table 3.9 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

Validity Test of Word of Mouth

Table 3.10

Source : Primary Data Computed, (2011)

No.	Item	Corrected item- Total Corrected	Minimal Score	Status
1	eWOM1	.760	0.3	Valid
2	eWOM2	.839	0.3	Valid
3	eWOM3	.734	0.3	Valid

The data in table 3.10 shows that all items of variable is considered valid; due to the score of corrected item total correlation is above the minimum score (0.30).

2. Reliability test

Table 3.11

Source : Primary Data Computed, (2011)

No.	Nama Variabel	Cronbach's Alpha	Minimal Score	Status
1	Site Characteristic - SC	.730	0.60	Reliable
2	Site characteristic - SD	.725	0.60	Reliable
3	Site characteristic - I	.883	0.60	Reliable
4	Site characteristic – S	.801	0.60	Reliable
5	Site characteristic – C	.787	0.60	Reliable
6	Customer Satisfaction	.867	0.60	Reliable
7	eWOM	.852	0.60	Reliable
8	Trust	.833	0.60	Reliable

3.7. Technique of Data Analysis

This research conducts both field study and literature study by using secondary data from journals, websites, and other printed matters related to the analysis. To analyse the primary data, a quantitative research analysis is taken and this research is going to use SEM (Structural Equation Modeling) analysis as analytical tool for the hypothesis testing and generate the result from the data.

In addition, Lisrel software analysis is used to carry out the investigation of the relationship among the variables. To analyze that relation, SEM analysis uses several steps in the analysis, they are:

1. Model Development Based on Theory

SEM is based on causalities relationship, which mean when one variable changes it is assumed that it is a result of the change of other variable. Strong causality relationship between two variables assumed by the researcher is not because the analysis method chosen, but it is because theoretical justification to support the analysis (Ghozali, 2004). So the theory is needed to develop the model of analysis (Sofyan, 2009).

2. Path Diagram and Structural Equation

According to Ghozali (2004), there are two important things in arranging structural equation; it is by correlating latent construct (endogenous and exogenous) with the indicator of variable (manifest variable) and correlating endogenous variable with exogenous variable. Another important thing in arranging path diagram and structural equation is appropriate theory (Sofyan, 2009).

3. Choosing Input Matrix and Estimation Model

SEM is different with other multivariate analysis technique because SEM only process or uses the data input in form of variance/covariance matrix or correlation matrix. To get variance/covariance matrix, the rough data is input and then is changed into variance/covariance matrix so the equation also called covariance structural analysis.

The covariance matrix has more advantages than other correlation matrix in giving comparison about validity between different population and different sample. The use of correlation is best suited if the researcher objectives are simply to understand the pattern of construct relationship, but do not describe the total variance of the construct (Ghozali, 2004).

4. Structural Equation Model (SEM) Identification

In identification the SEM, the researcher often finds the identification problem. Identification problem is the incapability of the proposed model to result the estimation model. In order to see identification model, it can be done by seeing the estimation result, which are: big value of standard error for one or more coefficient, incapability of program to invert information matrix, impossible estimation value (negative error variance), and high correlation (above 0.90). If the identification model is found, there are 3 (three) things must be concerned: (1) coefficient number estimated toward it's covariance or identified correlation with small values of degree of freedom (df), (2) reciprocal correlations among constructs, and (3) failure in determining fix values on construct scale (Ghozali, 2004).

5. Goodness of Fit Criteria

In SEM analysis there is no single statistical test tool to measure or test the model (Ghozali, 2004). Fit index and cut off values are used to test whether the model is fit or not. The model is fit and accepted if it is fulfilling the following criteria listed below:

a. Absolute Fit Measures

1) Likelihood Ratio Chi-Square Statistic

An analytical tool to measure an overall fit is likelihood ratio chi-square statistic. The model, which is tested, will be considered good or satisfactory if the chi-square (χ^2) value is small. Small value of χ^2 means that the model is good. The value of χ^2 can be compared with degree of freedom (df) to get relative value of χ^2 , which means there is a significant difference between covariance matrix observed and covariance matrix

estimated. Small value of χ^2 will result in a significant level, which is more than 0.05 ($p \geq 0.05$) that indicates there is no significant difference between covariance matrix observed and covariance matrix estimated.

2) Goodness of Fit Index (GFI)

GFI is measurement to measure the capability of the model explaining the variety of the data. GFI value is about 0 (poor fit) to 1 (perfect fit). Actually, there is no specific standard about proper value of GFI, but it can be assumed that a good model is a model with GFI value about or near one. However, in practices, many researchers use minimum value of 0.90 to justify that the model has good fit.

3) Expected Cross-Validation Index (ECVI)

ECVI is a value for goodness of fit approach of a model if it is applied to other data (cross-validation). The value of ECVI that below the value of ECVI for saturated model and below ECVI for independence model indicate good fit.

4) Root Mean Square Error of Approximation (RMSEA)

RMSEA is a mean of measurement of difference per expected degree of freedom in population (Sofyan, 2009). RMSEA below 0.08 is a good fit and RMSEA below 0.05 is a close fit, it means good fit value for RMSEA is 0.05 to 0.08.

b. Incremental/Relative Fit Measures

1) Comparative Fit Index (CFI)

The value of CFI is spread between 0-1 with IFI above 0.90 is good fit then $0.80 < CFI < 0.90$ is marginal fit.

2) Normed Fit Index

NFI value shows the different between target model and basic model. NFI value spread between 0-1. $NFI \geq 0.90$ is considered good fit.

c. Parsimonious/Adjusted Fit Measures

1) Parsimonious Goodness of Fit Index (PGFI)

PGFI is a modification of GFI, of which the high value shows that the model is good for comparison.

2) Akaike Information Criterion (AIC)

The small positive value of AIC shows that parsimony is better for comparison among model.

3) Consistent Akaike Information Criterion (CAIC)

The small positive value of CAIC shows that parsimony is better for comparison among model.

6. Model Interpretation and Modification

Ghozali (2004) stated that a model is acceptable when it can be considered able to make a modification index to recover theoretical justification or goodness of fit. The model modification must have a consideration. The modification model must be cross validated (estimated with separated data) before the modification model is accepted or it shows the value of absolute fit model from the default model with a relatively bug value of Chi-square, which is shown by the

significant probability level so that it requires a modification. The model is stated as acceptable when the significant probability level is above 0.05.

Table 3.12

Goodness of Fit Index

Goodness of Fit	Cut-off value
Chi-Square (X^2)	Hopefully Small
Significance Probability	$\geq 0,05$
RMSEA	$\leq 0,08$
GFI	≥ 0.90
AGFI	≥ 0.90
CMN / DF	$\leq 2,00$
TLI	$\geq 0,95$
CFI	≥ 0.95

Source: Ferdinand (2002)

CHAPTER IV

RESEARCH FINDINGS, DISCUSSION, AND IMPLICATIONS

In this chapter would analytically explain about “Electronic Word of Mouth on Online Shopping”. The first section discusses the descriptive analysis. It describes the respondents’ demographic characteristics, which includes gender, age, and their jobs. Quantity analysis used in this research is Structural Equation Model (SEM) include goodness of fit index and hypothesis test

This research was conducted at Universitas Islam Indonesia in all faculties and it is aimed to answer the questions as mentioned in the previous chapter. Where there are many students in this university are doing online shopping in this research, 300 questionnaires spread out to randomly respondent and return about 319. 19 of them are not valid, so the fulfilled questionnaires are 300 exemplar and proper to be used as research tools.

The detail about questionnaire can be seen in attachment data recapitulation. After data collected, editing process conduct, give code and tabulation. Hence to analyze with statistical program AMOS. The distribution of the respondents’ characteristics is described in the table as follows:

4.1. Respondents Characteristics

a. Gender

Based on the gender, there are two categories, which are male and female. The data of the analysis result based on respondents' characteristics of gender is showed in table 4.1

Table 4.1

The Distribution Frequencies of the Respondents' Gender

Gender	Frequency	Percentage
Male	190	63 %
Female	110	37 %
Total	300	100 %

Source: Primary Data (computed), 2012

Table 4.1 describes that the online shopper in Indonesian area especially in Jogjakarta, mostly male (63%) and the rest are female (37%). Then it shows most of them are men that we met in the research.

b. Age

Based on the respondents' age, there are six groups: 15 – 19 years old, 20 – 24 years old, and 25 – 30 years old. The result of the data analysis based on respondents' characteristic of age is showed in table 4.2.

Table 4.2

The Distribution Frequencies of the Respondents Age

Age	Frequency	percentage
< 20	49	16,4%
21-30	228	76%
31-40	19	6.4%
41-50	2	0,6%
51 - 60	0	0%
> 60	2	0,6%
Total	300	100%

Source: Primary Data (computed), 2012

Table 4.2 describes that the online shoppers mostly are from age 21 to 30 years old (76%) with characteristics that consumer from this age is young people and productive age.

c. Occupation

Based on occupation, the result of data analysis is showed in table below:

Table 4.3
The Distribution Frequencies of the Respondent Occupation

Occupation	Frequency	Percentage
Student	223	74,3%
Private Employee	51	17,0%
State Employee	11	3,7%
Entrepreneur	6	2,0%
Et cetera	9	2,0%
Total	300	100%

Source: Primary Data (computed), 2012

Based on table 4.3, 223 respondent or 74, 3% are student, and the lowest are entrepreneur which only 6 respondent or just 2, 0%. From occupation aspect, the online shoppers are students

4.2 Data Analysis

4.2.1. Variable description

Table 4.4

All Respondents Variable

Variable	Total Mean Variable	Mean Variable	Rounding	Result
Shopping Convenience	13.3	4.44	4	Valid
Site Design	13.4	4.47	4	Valid
Informativeness	18.1	4.52	4	Valid
Security	17.5	4.37	4	Valid
Communication	18	4.51	4	Valid
Customer Satisfaction	13.6	4.52	4	Valid
Trust	17.1	4.27	4	Valid
Electronic Word of Mouth	12.5	4.17	4	Valid
Mean	15.4	4.41	4	Valid

Source: Primary Data (computed), 2012

Based on Table 4.4 above, over 300 respondents agreed through indicator used Measurement model. in this research is used to know unobserved variable that can be measured by each observed variable construct, by using Confirmatory factor Analysis (CFA) or known as factor analysis. If the value of factor loading

from each construct is more than 0.5 ($\lambda > 0.5$) it can be stated as reliable and significance rate of 5% ($p < 0.05$) it can be stated as valid or unobserved variable can be measured by using each observed variable construct (Hair, et al., 1992).

4.2.2. Measurement Model

Measurement model analysis used to test unidimensionality from indicators, which explain factor or single latent variable. Every indicator tested at the same time to show how strong the dimension from each factor. Indicator to be used is T-value from each parameter and significant score. Holmes-Smith (2001) stated that $\alpha = 0, 05$ parameter which have t of 1, 96 is significant or valid. However significant value above 0.05 counted as unidimensionality from a factor that tested.

Table 4.5

t values and Level of Significant

Item	<i>t-value</i>	<i>p-value</i>	Result
SC1	1	-	<i>Valid</i>
SC2	15.224	0.000	<i>Valid</i>
SC3	16.306	0.000	<i>Valid</i>
SD3	1	-	<i>Valid</i>
SD2	13.571	0.000	<i>Valid</i>
SD1	11.749	0.000	<i>Valid</i>
I4	1	-	<i>Valid</i>
I3	12.641	0.000	<i>Valid</i>

Item	<i>t</i> - value	<i>p</i> -value	Result
I2	18.267	0.000	<i>Valid</i>
I1	16.839	0.000	<i>Valid</i>
S4	1	-	<i>Valid</i>
S3	23.940	0.000	<i>Valid</i>
S2	19.925	0.000	<i>Valid</i>
S1	18.096	0.000	<i>Valid</i>
Com4	1	-	<i>Valid</i>
Com3	12.955	0.000	<i>Valid</i>
Com2	13.398	0.000	<i>Valid</i>
Com1	11.103	0.000	<i>Valid</i>
CS1	1	-	<i>Valid</i>
CS2	20.659	0.000	<i>Valid</i>
CS3	19.875	0.000	<i>Valid</i>
T1	1	-	<i>Valid</i>
T2	20.548	0.000	<i>Valid</i>
T3	22.074	0.000	<i>Valid</i>
T4	19.814	0.000	<i>Valid</i>
eWOM1	1	-	<i>Valid</i>
eWOM2	19.525	0.000	<i>Valid</i>
eWOM3	19.928	0.000	<i>Valid</i>

Source: *Structural Equation Modeling (SEM)*, 2012. Data computed.

4.2.3. Goodness of Fit

There are no single statistic tools to measure the hypothesis in SEM. Researcher can do the test using several goodness of fit index to see well and bad in a variable and also the truth in tested model (Hair et al, 1998). Furthermore, there is several goodness of fit index and cut off value, which is used in this research.

Chi Square (χ^2). This test measures the differentiation between matrix covariance populations with matrix covariance sample. Based on H_0 , in the research there is same result between two matrixes. Good model accepted if chi square are low and have probability with cut-off value more than 0, 05 (Holmes, 2001)

The Root Mean Square Error of Approximation (RMSEA). This test used to compensate chi-square statistic in a bigger sample. RMSEA shows goodness of fit from estimated model in population. Model accepted if RMSEA score $\leq 0, 08$ (Brown and Cudeck, 1993).

The Goodness of Fit Index (GFI). GFI is analog with value of R^2 in double regression (Tabachnic, 2001). Goodness of Fit Index used to measure weighted proportion from variance in matrix covariance sample that explain from estimated matrix population. Scale value GFI from 0 until 1, if more than 0.09 shows good models (Joreskog and Sorbom, 1996)

Tucker Lewis Index (TLI). This test is alternative incremental for index that compare tested model through baseline model. Recommended value for accepted

model is $\geq 0,90$ and if closer to 1, shows that have very good model (Hair et al., 1998).

The Comparative Fit Index (CFI). This test relate with TLI, suggested to be used in research model because this index relatively not sensitive with sample value and not influence with model complexity. Range value CFI is from 0 until 1. Good model have $CFI \geq 0.95$, though above 0.09 is accepted (Holmes, 2001)

Table 4.6

Goodness of Fit Index Result

Constructs	χ^2	RMSEA	GFI	TLI	CFI	Result
SC	92.265	0,078	1,000	1.000	1,000	Good
SD	73.236	0,066	1,000	1.000	1,000	Good
I	13.071	0,036	0,979	0,953	0,984	Good
S	12.448	0,032	0,981	0,965	0,988	Good
Com	63.261	0,018	1,000	1.000	1,000	Good
CS	81.664	0,030	1,000	1.000	1,000	Good
T	1,483	0,055	0,998	1.002	1.000	Good
eWOM	30,000	0,018	1,000	1.000	1,000	Good

Sources: *Structural Equation Modeling (SEM)*, 2012. Data computed.

4.2.4. Test result and Reliability

Validity is measurement level that reaches an indicator in measure construct model or in a simple way can be explain as legitimate measurement for measured one (Anderson and Gerbing, 1988). Researcher recommend to do validity test or unidimensionality through every construct indicator which include in research model before assess reliability itself.

Researchers tested the validity of any observed variables or indicators of convergent validity approach. Convergent validity of the measurement models can be found by determining whether each indicator is estimated validly measure the dimensions of the concept tested. An indicator showed significant convergent validity indicator variable if the coefficient is greater than twice its standard error (Anderson and Gerbing, 1988) or have a critical ratio greater than two times the standard error (Ferdinand, 2002). AMOS program version 6 also provides the facility assess convergent validity by examining critical or T Value of each indicator. If criteria $t \geq 1.96$ value indicator, the indicator is significant at $\alpha = 0.05$ level (Holmes-Smith, 2001).

Furthermore, Joreskog and Sorbom (1996) add that GFI index of 0.90 shows that the measured indicators are valid and unidimensionality of the construct being tested. Of all the CFA calculation as has been reviewed in assessment of goodness of fit and modification of the model, it appears that all constructs were tested as follows: Site Characteristics, Customer Satisfaction, E-Trust, and E-Word of Mouth, all of which have GFI index of 0.90. It shows that these indicators are valid or unidimensionality of the construct being tested so it is worth to test the hypothesis proposed in this study.

Reliability is a measurement of internal consistency of the indicators in a construct that indicates the degree of the ability in each indicator. Indicate a common construct or it can simply be said to be a level of consistency and stability of a measuring instrument (Ferdinand, 2002). In SEM there are several statistical tests to test the reliability of the construct is the construct reliability and variance extracted.

In this study, construct reliability was tested using the construct reliability approach by calculating the reliability index of instruments used SEM models are analyzed. Construct reliability is obtained by the formula Fornell and Laker's (1981) follows:

$$\text{Construct Reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i}$$

Where, λ_i = Standard loading each indicator (*observed variable*)

ε_i = measurement error of each indicator (1 – reliability indicator).

Tab4.7

Result of validity each Variable

Indicator	λ_i	ε_i	Result	Construct Reliability	Result
Shopping Convenience					
SC1	0.858	0.068	Valid	0.835	Reliable
SC2	0.783	0.054	Valid		

SC3	0.819	0.053	Valid		
Site Design					
SD1	0.716	0.063	Valid	0.781	Reliable
SD2	0.793	0.056	Valid		
SD3	0.776	0.071	Valid		
Informativeness					
I1	0.856	0.079	Valid	0.870	Reliable
I2	0.929	0.095	Valid		
I3	0.673	0.056	Valid		
I4	0.786	0.061	Valid		
Security					
S1	0.769	0.077	Valid	0.896	Reliable
S2	0.823	0.060	Valid		
S3	0.916	0.058	Valid		
S4	0.913	0.082	Valid		
Communication					
C1	0.708	0.065	Valid	0.826	Reliable
C2	0.834	0.073	Valid		
C3	0.859	0.064	Valid		
C4	0.708	0.068	Valid		
Satisfaction					
CS1	0.858	0.061	Valid	0.905	Reliable
CS2	0.896	0.063	Valid		
CS3	0.891	0.072	Valid		
Trust					
T1	0.848	0.086	Valid	0.921	Reliable

T2	0.893	0.078	Valid		
T3	0.926	0.073	Valid		
T4	0.873	0.060	Valid		
WOM					
eWOM1	0.867	0.055	Valid	0.883	Reliable
eWOM2	0.893	0.053	Valid		
eWOM3	0.873	0.076	Valid		

Source: *Structural Equation Modeling (SEM)*, 2012. Data

computed.

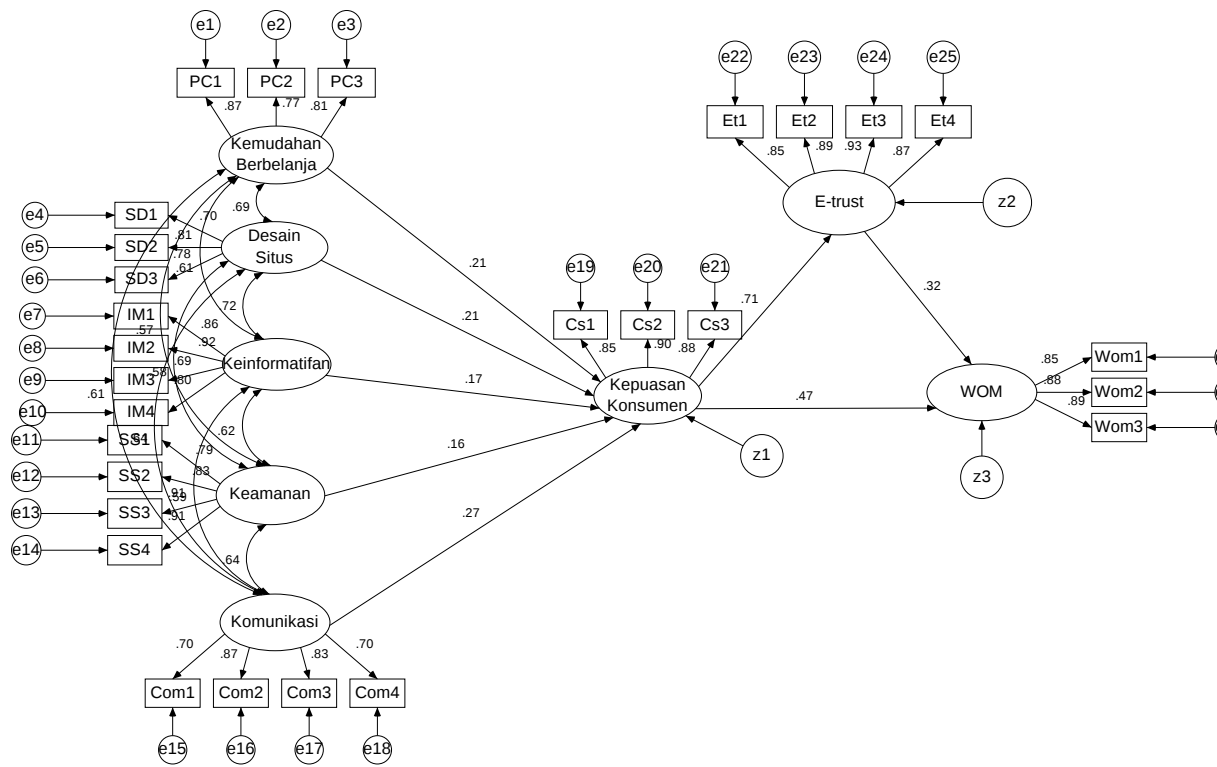
Table 4.10 Based on the above it can be seen that the statistical probability > 0.50 , and all of the questions in the questionnaire on the items in question in WOM variables, Trust, Customer Satisfaction and site characteristics in the system on-line shopping $< \text{Level of significant} = 0.05$ is valid. That the coefficient of Construct Reliability > 0.60 so that all the questions in the questionnaire on the question items on WOM variables, Trust, Customer Satisfaction and site characteristics in the system on-line shopping are reliable.

4.2.5. Structural Equation Analysis

Analysis tools used in this study is Structural Equation Model (SEM). This analysis tool is used to determine whether shopping convenience on-line will have a positive effect on customer satisfaction, whether site design will have a positive effect on customer satisfaction, whether informativeness online shopping will have a positive effect on customer satisfaction, whether shopping security on-line will have a positive effect on customer satisfaction, whether

business communication in online shopping a positive effect on customer satisfaction, whether the customer satisfaction will have a positive effect on trust, whether customer satisfaction will have a positive effect on the Word of mouth, and whether trust will have a positive effect on the Word of mouth?

This is picture of *Structural Equation Model (SEM)* :



Picture 4.1

Structural Model

Table 4.8

Hyphotesis	Regression Line	Coefficient Regression	Standard Error	t-value	Prob.	Result
H ₁	SC – CS	0.214	.059	3.328	0,000	Significant
H ₂	SD – CS	0.210	.078	2.612	0,009	Significant
H ₃	I – CS	0.175	.067	2.655	0,008	Significant
H ₄	S – CS	0.158	.045	2.812	0,005	Significant
H ₅	COM – CS	0.269	.066	4.208	0,000	Significant
H ₆	CS – T	0.706	.066	12.185	0,000	Significant
H ₇	CS – eWOM	0.473	.087	6.558	0,000	Significant
H ₈	T - eWOM	0.325	.074	4.651	0,000	Significant

Source : *Structural Equation Modeling (SEM)*, 2012. Data computed.

Based on calculations using the computer program AMOS 6.0, showing result that the probability value between shopping convenience for customer satisfaction, sites design for customer satisfaction, informativeness towards customer satisfaction, on-line shopping security to the satisfaction customers, communication to customer satisfaction, customer satisfaction to trust, customer satisfaction to Word of Mouth, and trust to word of mouth < level of significant = 0.05, so that all the influential variables.

4.3. Hypothesis Test

T test used to verify the effect of shopping convenience for customer satisfaction, sites design for customer satisfaction, informativeness towards customer satisfaction, on-line shopping security to the satisfaction customers, communication to customer satisfaction, customer satisfaction to trust, customer satisfaction to Word of Mouth, and trust to word of mouth. Based on calculations using the computer program AMOS 6.0, shows statistical hypothesis test as follows:

1. Influence of variables on-line shopping convenience to customer satisfaction.

H1: Shopping Convenience will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation

Modeling (SEM) values obtained t-statistic = 3.328 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of significant = 0.05, it was concluded that there is significant influence between the Shopping convenience to customer satisfaction.

2. Testing the effect of site design variables for customer satisfaction.

H2: Site Design will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 2.612 with probability-statistic = 0.009.

- Based on the data obtained if the probability value-statistic = 0.009 < Level of significant = 0.05, it was concluded that there is significant influence between the site design to the customer satisfaction.

3. Testing the influence of informativeness variables to customer satisfaction.

H3: Informativeness will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 2.655 with probability-statistic = 0,008

- Based on the data obtained if the probability value-statistic = 0,008 < Level of Significant = 0.05, it was concluded that there is significant influence between informativeness to customer satisfaction.

4. The influence of variables security to customer satisfaction.

H4: Security will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 2.812 with probability-statistic = 0.005.

- Based on the data obtained if the probability value-statistic = $0.005 < \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between security to customer satisfaction.

5. Testing the influence of communication variables on customer satisfaction.

H5: Communication will have positive effect on customer satisfaction.

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 4.208 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 $< \text{Level of Significant} = 0.05$, it was concluded that there was a significant effect of communication towards customer satisfaction.

6. Testing influence of customer satisfaction to trust

H6: Customer Satisfaction will have positive effect on Trust

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 12.185 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 $< \text{Level of Significant} = 0.05$, it was concluded that there is significant influence between the customer satisfaction to trust.

7. Testing the influence of customer satisfaction on eWOM variables.

H7: Customer Satisfaction will have positive effect on eWOM

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 6.558 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between customer satisfaction to eWOM.

8. Testing the effect of trust variable to eWOM.

H8: Trust will have positive effect on eWOM

- The significance level (α) = 5% = 0.05 and the calculation of Structural Equation Modeling (SEM) values obtained t-statistic = 4.651 with probability-statistic = 0.000.

- Based on the data obtained if the probability value-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between trust to eWOM.

4.4. Discussion

The linear regression analysis result of shopping convenience has positive effect on customer satisfaction. Web sites should be easy for customers to do, Moreover, receiving order confirmations via e-mail, including information about shipping, returns, and order tracking numbers, facilitates order-processing. In the other hand, the mobile internet technology has open new shopping experience by offering easy use for shoppers to do internet-enabled mobile phone subscription (Lim & Dubinsky, 2004). Added by Park et al (2010), that shoppers who have tendencies toward sensory innovativeness are tending to show hedonic shopping styles such as brand consciousness, recreational orientation, fashion consciousness, impulsive shopping and habitual/brand loyal orientation. Myers and Wimsat (2012), found similar research like Chung dan Shin (2010), that shopping convenience have positive impact on customer satisfaction

Meanwhile, linear regression analysis result of site design shows that have positive effect on customer satisfaction. Well-designed website will become more critical in the way customer bought. By the time goes by, development of website are ongoing activities or not a “one-off project”, it needed continuous improvement to see how appropriate creation and management of website itself (Clyde, 2000). Sung, Shaw and Schneider, (2003), explain website design becomes a critical success factor. Consumer interacts through website layout and appearance which reflect the business. Consequently, it may become one of the main factors in judging how corporation it was. Chang and Wang (2011) said that website design is an important dimension, because it affects both customer satisfaction and consumer perceived value. Emphasizing by Szymanski & Hise

(2000) that there should be positive correlation from web design to customer satisfaction.

Next, linear regression analysis result of informativeness show positive effect on customer satisfaction. information related websites such as News & Information websites, Search Engines & Portals, information quality, usability, ease of navigation and speed are the most important characteristics. Because user should find relevant, meaningful and appropriate information in a way they surfing on Internet (Zhang, Tarafdar, and Mondieepa, 2006). Simple and relatively information has shape to dynamic and multimedia based content. The amounts of information increase rapidly; make finding the right useful information difficult (Tarafdar and Zhang, 2008). Easy example, the Google's phenomenal as search engine. The relevance and accuracy of information of search result determine the success of website. Emphasized by Gounaris, Dimitriadis, and Stahtakhopolos (2010) that information is one of key drivers that impact significantly satisfaction from e-shopping.

Then, linear regression analysis result of security show positive effect on customer satisfaction. Security of web sites is a major concern of not only the library industry, but also other industries and governments. Kuzuma, (2010) in her research said that managerial act such as performing periodic audits and risk assessment can help determine which systems are most vulnerable and need to be secured by librarian staff, because growing treats In websites are fast. Mentioned by over 36 respondent in research conducted by Miyazaki et al, (2001) that security of personal and financial information is top concern of security.

Lower risk security can be solved by increasing level of internet experience, higher level of internet experience higher concern on online privacy. As e-commerce has grown so have concerns of online consumer privacy, the protection of consumer information are nature of online communication, Bashear et al (2008). So in line with research done by Ranjbarian et al, (2012), that there is positive relationship between security and e-Satisfaction.

Moreover, linear regression analysis result of communication shows positive effect on customer satisfaction. Since communication is an important web site strategy, online vendor that openly interact with customers may gain more trustworthy. The communication variable is found to be the second strongest predictor of website trust (Wakefield et al, 2004). Web is a powerful customer communication channel that can be implemented in various industries (Knezevic et al, 2011). Higher industries are implementing web more often than smaller one, but there is interesting finding in Knezevic research that Bulgaria, Slovenia, Greece, Romania are less interactive than Croatia and Turkey in implementing web as an important and vital part of their customer communication strategy. Even though those four countries are member of EU and the rest are not. In line with Chung and Shin (2010), found that communication will have positive effect on customer satisfaction.

Furthermore, linear regression analysis results of customer satisfaction show positive effect on both trust and WOM. Customer satisfaction is an overall evaluation of performance to date, affective commitment captures the trust and reciprocity in a relationship, and calculative commitment captures the existence of

switching costs or lack of practical alternatives (Gustafsson et al, 2005). Customer satisfaction impacted by perceived quality if there is rapidly improving general standards of service delivery (Heiler et al, 2003). E-commerce customer satisfaction significantly influences customer loyalty to play the role of partial mediator between each of the user interface quality and information quality constructs and customer loyalty (Meid, 2011). Smith and Bolton (2003), found that service failure will affect directly to emotion on customer satisfaction. They will react to service failures in trust / believe service (e.g. financial, legal, medical, and service) may be even more emotion troubled than their reaction in hospitality industry. Additionally there is evidence that quality, value, and satisfaction directly influences behavioral intentions (Cronin et al, 2000). there is positive linkage between website satisfaction, website trust, and website loyalty in the development of the online brand relationships (Horpu et al, 2008). Statement by Kassim and Abdullah, 2010 that customer satisfaction is positively related to trust. Research conducted by Ranaweera and Prabhu (2003) found that satisfaction and trust also have significant positive effect on WOM.

Linear regression analysis results of trust show positive effect on WOM. Mosavi and Ghaedi (2012), found that as trust increase, commitment tends to get stronger. Because positive relationship between trust and commitment found, once trust is establish, customers are tend to commit themselves to website. Added by Zhu et al, (2011). Trust does influence customer attitudes and behavioral intentions. Easy-operation website sustains consumer confidence in online purchasing and in trust. However, trust is found to have a positive

influence on customer's intentions to spread positive WOM. Apart from dealing with Negative WOM, former relationship with company will keep loyal customer on company. Meanwhile customers who have not had an opportunity to build trust toward company will be more easily influenced by NWOM. Kim, (2009). Another words from Goles et al, (2009), affect-based trust affected intentions to repurchase and intentions to engage in negative WOM communications more than cognition-based trust.

Another word from Litvin et al , (2005) stated that early step of e WOM appears to customer with combining offline techniques for managing interpersonal influence (i.e., stimulating and creating opinion leaders). From Bogazici University, Seraj say that eWOM is an exponentially developing resource that influence the buying decisions of consumers.

To add another understanding of how WOM influences important intermediary variables in the choice process for experience goods, Liang and Corkindale from UNISA said that. eWOM in all forms of its valence, can be seen to moderate the price effect on perceptions of quality for an experience, service good and in our study's circumstances its influence as a cue to quality perception dominates that of price.

CHAPTER V

CONCLUSIONS AND RECOMENDATIONS

The conclusions and recommendations are the result of research on “Electronic Word of Mouth on Online Shopping”. Can be concluded that there is influence between shopping convenience, site design, informativeness, security, and communication towards customer satisfaction, and influence of customer satisfaction toward both trust and eWOM, and lastly, influence of trust towards eWOM. Furthermore, to further clarify statement above, conclusions obtained from the results of research conducted and suggestions will be outlined as follows:

5.1. Conclusions

1. Linear regression analysis results indicate that the value of the probability-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between shopping convenience to customer satisfaction. So the hypothesis ease of online shopping has a positive effect on customer satisfaction supported
2. Linear regression analysis results indicate that the value of the probability-statistic = 0.009 < Level of Significant = 0.05, it was concluded that there is significant influence between the site design in on-line shopping site to customer satisfaction. So the site design hypothesis in shopping on-line has a positive effect on customer satisfaction supported
3. Linear regression analysis results indicate that the value of the probability-statistic = 0.008 < Level of Significant = 0.05, it was concluded that there is

significant influence between informativeness on online shopping to customer satisfaction. Therefore, the hypothesis of informativeness has a positive effect on customer satisfaction supported.

4. Linear regression analysis results indicate that the value of the probability-statistic = 0.005 < Level of Significant = 0.05, it was concluded that there is significant influence between the security of on-line shopping to customer satisfaction. Therefore, the hypothesis of security in shopping on-line has a positive effect on customer satisfaction supported.
5. Linear regression analysis results indicate that the value of the probability-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between communication in online shopping to customer satisfaction. Therefore, the hypothesis of communication in on-line shopping has a positive effect on customer satisfaction supported.
6. Linear regression analysis results indicate that the value of the probability-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between the customer satisfaction to trust. Therefore, the hypothesis of consumer satisfaction in shopping on-line has a positive effect on trust supported.
7. Linear regression analysis results indicate that the value of the probability-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between customer satisfaction on WOM. Therefore, the hypothesis of consumer satisfaction in shopping on-line has a positive effect on eWOM can supported.

8. Linear regression analysis results indicate that the value of the probability-statistic = 0.000 < Level of Significant = 0.05, it was concluded that there is significant influence between trust to the WOM. Therefore, the trust hypothesis in shopping on-line has a positive effect on eWOM communication supported.

5.2. Recommendation

First: The results of the characteristics of the site, which involves a series of five attributes, namely: shopping convenience, site design, informativeness, security, and communications are being the factor of how customer satisfies in doing online shopping. Customer satisfaction is very important because the determining factor in the decision making shopping on-line. Next, after customer satisfies, the next level will be in trust, more customer trust to the site, and so it will have good effect on how image of website through eWOM. The results are very different in each site characteristics. Further improvement can combine each variable to get higher customer satisfaction, trust, and good image spread on eWOM.

Second: In this study, researchers focused only on five attributes characteristic of the site, for a subsequent study suggested that adding attributes characteristics site that may have any other attributes. So the result is expected to

add a further increase consumer satisfaction in shopping on-line, then this will affect the trust and will relate to positive eWOM.

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A. ANGKET PENELITIAN

Hal : Pengisian Kuisioner

Kepada Yth.

Bpk/Ibu/Sdr

Di Tempat

Assalamua'laikum.Wr.Wb

Dengan Hormat,

Saya adalah mahasiswa Fakultas Ekonomi Jurusan Manajemen yang sedang melakukan penelitian dengan judul. **Elektronik Word of Mouth dalam Belanja Online**, dimana dalam penelitian ini saya menyusun kuisioner untuk menunjang penelitian tersebut.

Dalam kuisioner ini terdapat pernyataan-pernyataan yang dimaksudkan untuk memperoleh penilaian Bpk/Ibu/Sdr, mengenai kenyamanan, desain situs, keinformatifan, keamanan, komunikasi, kepercayaan, komitmen dan WOM anda sebagai konsumen dalam sistem belanja on-line saat ini.

Saya memohon kesediaan Bpk/Ibu/Sdr untuk meluangkan waktu guna membantu saya menjadi responden penelitian, yaitu dengan mengisi atau memilih jawaban yang telah saya sediakan pada daftar pernyataan yang saya susun. Kebenaran dan kelengkapan jawaban Bapak/Ibu/Sdr akan sangat membantu saya dalam penelitian ini.

Atas partisipasi dan bantuan Bpk/Ibu/Sdr, saya ucapkan terimakasih.

Hormat Saya,

BAGIAN I: PENGALAMAN RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri bapak/ibi/saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap paling sesuai

1. Pernahkah Anda berbelanja on line ?

1.	Ya
2.	Tidak

2. Seberapa sering Anda berbelanja on-line?

1.	Jarang
2.	Kadang–Kadang
3.	Sering

3. Apakah Saudara pernah berbelanja melalui situs online di bawah ini?

1	Ebay
2	Amazon.com
3	Toko Bagus
4	iTunes
5	Kaskus
6	Facebook
7	Lain-lain

4. Jika pada pertanyaan no 3. Saudara menjawab “Ya” dari mana Saudara mengetahui tentang situs ini ?

1.	Keluarga
2.	Teman
3.	Jejaring Situs sosial
4.	Iklan
5.	Lain-lain

Petunjuk: Berilah penilaian Bpk/Ibu/Saudara terhadap pernyataan-pernyataan dibawah ini dengan MENYILANG atau MELINGKARI angka yang dianggap paling sesuai.

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju
 2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekal

BAGIAN 2: KARAKTERISTIK SITUS

1. Pernyataan dibawah ini berkenaan dengan kemudahan bapak/ibu/saudara pada situs yang digunakan untuk berbelanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Situs ini sangat nyaman untuk digunakan	1	2	3	4	5	6
Dibutuhkan waktu yang singkat untuk berbelanja di situs ini	1	2	3	4	5	6
Situs ini menyediakan kemudahan prosedur pemesanan	1	2	3	4	5	6
Orang yang melakukan pembelian pertama kali pada situs ini tidak memerlukan bantuan	1	2	3	4	5	6

2. Pernyataan dibawah ini berkenaan desain situs dimana bapak/ibu/saudara berbelanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Situs ini menarik secara visual	1	2	3	4	5	6
Situs ini memiliki konten pilihan yang baik	1	2	3	4	5	6
Tampilan situs yang dimiliki profesional	1	2	3	4	5	6
Desain ini mudah di pahami dalam melakukan transaksi	1	2	3	4	5	6

3.Pernyataan dibawah ini berkenaan Informasi bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Situs ini menyediakan informasi yang lengkap tentang fitur dan produk yang di jual	1	2	3	4	5	6
Situs ini memberikan informasi yang akurat tentang fitur dan kualitas produk	1	2	3	4	5	6
Situs ini menyediakan berbagai jenis informasi (pembayaran, pengiriman dan pengembalian)	1	2	3	4	5	6
Situs ini menyediakan informasi yang baik tentang produk yang ditawarkan	1	2	3	4	5	6

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan komunikasi sebagai konsumen dalam sistem belanja on-line saat ini dengan **MENYILANG** atau **MELINGKARI** angka yang sesuai:

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5.= Setuju
 2. = Tidak Setuju (TS) 4. = Agak Setuju (AS) 6.= Setuju Sekali

4.Pernyataan dibawah ini berkenaan keamanan bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Saya merasa aman dalam bertransaksi ini	1	2	3	4	5	6
Privasi saya dilindungi di situs ini	1	2	3	4	5	6
Saya percaya bahwa situs ini tidak akan menyalahgunakan informasi pribadi saya	1	2	3	4	5	6
Saya percaya bahwa situs ini tidak akan memberikan informasi pribadi saya ke situs lain tanpa seizin saya	1	2	3	4	5	6

5 .Pernyataan dibawah ini berkenaan komunikasi bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Konsumen dapat mengajukan ide atau keluhan pada situs ini	1	2	3	4	5	6
Situs ini memiliki syarat dan ketentuan yang baik	1	2	3	4	5	6
Pelanggan dapat mereview produk di situs ini secara aktif	1	2	3	4	5	6
Situs ini memberi kebebasan kepada pelanggannya untuk saling bertukar pikiran	1	2	3	4	5	6

BAGIAN 3: Kepuasan Pelanggan

1.Pernyataan dibawah ini berkenaan kepuasan bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Saya puas dengan tawaran yang tersedia di situs ini	1	2	3	4	5	6
Saya puas dengan pembelian yang dilakukan di situs ini	1	2	3	4	5	6
Saya puas dengan produk yang saya beli di situs ini	1	2	3	4	5	6

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan komunikasi sebagai konsumen dalam sistem belanja on-line saat ini dengan MENYILANG atau MELINGKARI angka yang sesuai:

1. = Sangat Tidak Setuju (STS) 3. = Agak Tidak Setuju (ATS) 5. = Setuju
 2. = Tidak Setuju (TS) 4. = Agak Setuju (AS)
 6. = Setuju Sekali

BAGIAN 5: Komitmen

1.Pernyataan dibawah ini berkenaan komitmen bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju Setuju Sekali					
	STS	TS	ATS	AS	S	SS
Saya merasa situs ini layaknya seorang teman	1	2	3	4	5	6
Saya merasa situs ini sebagai bagian dari hidup saya	1	2	3	4	5	6
Saya merasa tidak bisa dipisahkan dengan situs ini	1	2	3	4	5	6
Saya merasa memiliki situs ini	1	2	3	4	5	6

BAGIAN 6: WOM

1.Pernyataan dibawah ini berkenaan WOM bapak/ibu/saudara pada situs dalam belanja online	Sangat Tidak Setuju Setuju Sekali					
	STS	TS	ATS	AS	S	SS
Saya selalu mengatakan hal yang positif tentang situs ini kepada orang lain	1	2	3	4	5	6
Saya merekomendasikan situs ini kepada orang yang meminta saran tentang situs kepada saya	1	2	3	4	5	6
Saya mengatakan hal positif tentang produk yang ditawarkan di situs ini	1	2	3	4	5	6

BAGIAN 7: KARAKTERISTIK RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri bapak/ibi/saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap paling sesuai.

Apa jenis kelamin Saudara ?

1.	Pria
2.	Wanita

Berapakah usia Saudara pada ulang tahun terakhir ?

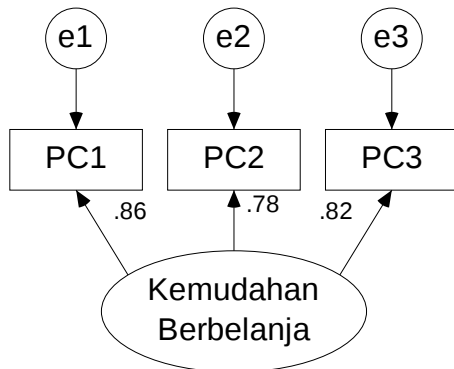
1.	< 20 tahun	4.	41 - 50 tahun
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2.	20 – 30 tahun	5.	51- 60 tahun
3.	31 – 40 tahun	6.	> 60 tahun

Apa pekerjaan Saudara ?

1.	Pelajar/Mahasiswa
2.	Pegawai Swasta
3.	PNS/TNI/Polri
4.	Tidak bekerja (Ibu Rumah Tangga)
5.	Lain–lain,sebutkan

B. STRUCTURAL EQUATION MODELLING (SEM) ANALYSIS



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PC1 <--- Kemudahan_Berbelanja	1.000				
PC2 <--- Kemudahan_Berbelanja	.952	.067	14.232	***	
PC3 <--- Kemudahan_Berbelanja	.995	.068	14.686	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PC1 <--- Kemudahan_Berbelanja	.858
PC2 <--- Kemudahan_Berbelanja	.783
PC3 <--- Kemudahan_Berbelanja	.819

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kemudahan_Berbelanja	.845	.099	8.496	***	
e1	.302	.068	6.279	***	
e2	.484	.054	8.890	***	
e3	.412	.053	7.777	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	92.265	0	.000	56.996
Saturated model	6	.000	0		
Independence model	3	126.404	3	.000	138.468

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000
Independence model	.577	.525	.050	.263

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	412.404	349.134	483.078

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	1.389	1.379	1.168	1.616

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.078	.624	.734	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223

Model	AIC	BCC	BIC	CAIC
Saturated model	12.000	12.163	34.223	40.223
Independence model	421.404	421.485	432.515	435.515

ECVI

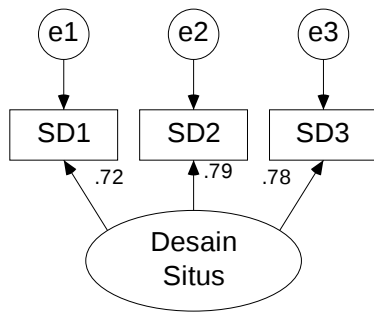
Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	1.409	1.198	1.646	1.410

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	6	9

Execution time summary

Minimization: .022
 Miscellaneous: .093
 Bootstrap: .000
 Total: .115



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
SD1 <--- Desain_Situs	1.000				
SD2 <--- Desain_Situs	1.041	.096	10.813	***	
SD3 <--- Desain_Situs	1.150	.106	10.806	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
SD1 <--- Desain_Situs	.716
SD2 <--- Desain_Situs	.793
SD3 <--- Desain_Situs	.776

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Desain_Situs	.593	.093	6.367	***	
e1	.563	.063	8.928	***	
e2	.380	.056	6.775	***	
e3	.517	.071	7.292	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	73.236	0	.000	65.668
Saturated model	6	.000	0		
Independence model	3	290.577	3	.000	96.859

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000
Independence model	.474	.598	.195	.299

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	287.577	235.298	347.265

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	.972	.962	.787	1.161

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.066	.512	.622	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	296.577	296.658	307.688	310.688

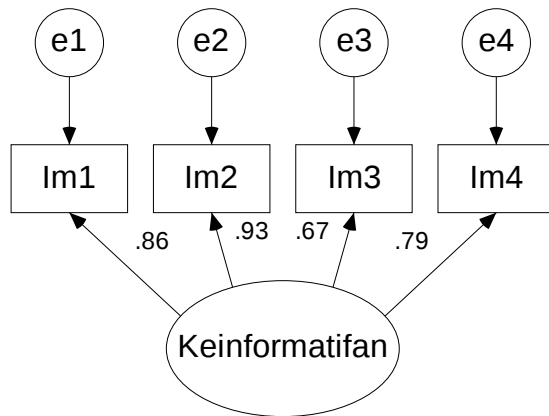
ECVI

Model	ECVI	LO 90	HI 90	MECVI
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Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	.992	.817	1.192	.992

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	9	12



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Im1 <--- Keinformatifan	1.000				
Im2 <--- Keinformatifan	1.100	.054	20.190	***	
Im3 <--- Keinformatifan	.758	.058	13.039	***	
Im4 <--- Keinformatifan	.863	.053	16.329	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Im1 <--- Keinformatifan	.856
Im2 <--- Keinformatifan	.929
Im3 <--- Keinformatifan	.673
Im4 <--- Keinformatifan	.786

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Keinformatifan	.915	.102	8.947	***	
e1	.335	.079	8.603	***	
e2	.177	.095	5.004	***	
e3	.636	.056	11.290	***	
e4	.422	.061	10.285	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	13.071	2	.001	6.535
Saturated model	10	.000	0		
Independence model	4	714.029	6	.000	119.005

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
-------	-----	-----	------	------

Model	RMR	GFI	AGFI	PGFI
Default model	.031	.979	.923	.196
Saturated model	.000	1.000		
Independence model	.621	.430	.050	.258

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.982	.945	.984	.953	.984
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.333	.327	.328
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	11.071	3.141	26.458
Saturated model	.000	.000	.000
Independence model	708.029	623.968	799.486

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.044	.037	.011	.088
Saturated model	.000	.000	.000	.000
Independence model	2.388	2.368	2.087	2.674

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.036	.590	.668	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	29.071	29.343	58.701	66.701

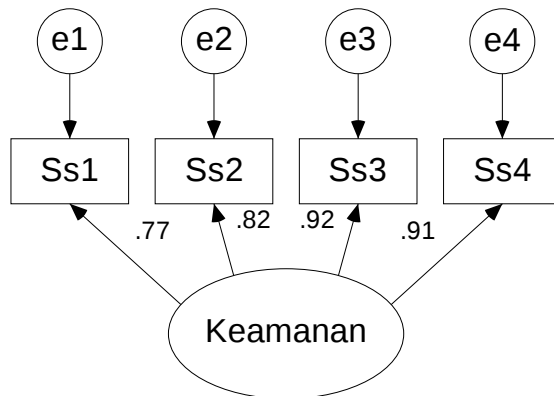
Model	AIC	BCC	BIC	CAIC
Saturated model	20.000	20.340	57.038	67.038
Independence model	722.029	722.165	736.844	740.844

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.097	.071	.149	.098
Saturated model	.067	.067	.067	.068
Independence model	2.415	2.134	2.721	2.415

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	138	211
Independence model	6	8



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Ss1 <--- Keamanan	1.000				
Ss2 <--- Keamanan	1.078	.071	15.288	***	
Ss3 <--- Keamanan	1.186	.068	17.360	***	
Ss4 <--- Keamanan	1.257	.073	17.293	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Ss1 <--- Keamanan	.769
Ss2 <--- Keamanan	.823
Ss3 <--- Keamanan	.916
Ss4 <--- Keamanan	.913

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Keamanan	.743	.096	7.726	***	
e1	.513	.077	10.905	***	
e2	.411	.060	10.276	***	
e3	.199	.058	7.071	***	
e4	.234	.082	7.280	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	12.448	2	.002	6.224
Saturated model	10	.000	0		
Independence model	4	896.630	6	.000	149.438

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.981	.904	.196
Saturated model	.000	1.000		
Independence model	.739	.381	-.031	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.986	.958	.988	.965	.988
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.333	.329	.329
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	10.448	2.812	25.544
Saturated model	.000	.000	.000
Independence model	890.630	795.944	992.704

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.042	.035	.009	.085
Saturated model	.000	.000	.000	.000
Independence model	2.999	2.979	2.662	3.320

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.032	.666	.744	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	28.448	28.720	58.079	66.079

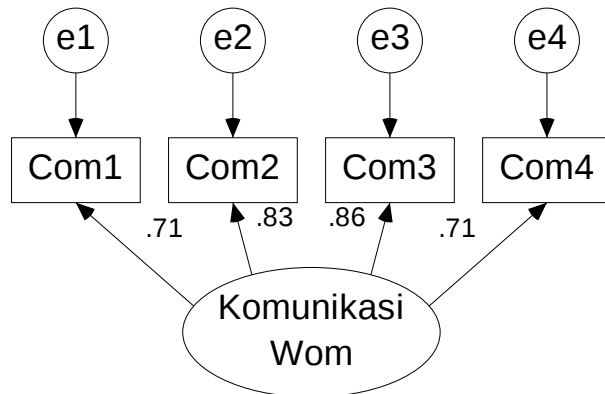
Model	AIC	BCC	BIC	CAIC
Saturated model	20.000	20.340	57.038	67.038
Independence model	904.630	904.766	919.445	923.445

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.095	.070	.146	.096
Saturated model	.067	.067	.067	.068
Independence model	3.026	2.709	3.367	3.026

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	144	222
Independence model	5	6



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Com1 <--- Komunikasi_Wom	1.000				
Com2 <--- Komunikasi_Wom	1.073	.083	12.913	***	
Com3 <--- Komunikasi_Wom	1.133	.086	13.137	***	
Com4 <--- Komunikasi_Wom	1.026	.092	11.201	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Com1 <--- Komunikasi_Wom	.708
Com2 <--- Komunikasi_Wom	.834
Com3 <--- Komunikasi_Wom	.859
Com4 <--- Komunikasi_Wom	.708

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Komunikasi_Wom	.676	.101	6.666	***	
e1	.673	.065	10.424	***	
e2	.341	.073	7.873	***	
e3	.309	.064	6.967	***	
e4	.709	.068	10.425	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	63.261	0	.357	56.349
Saturated model	6	.000	0		
Independence model	3	602.568	3	.000	200.856

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	.975	.992
Saturated model	.000	1.000		
Independence model	.755	.457	-.086	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000	.946	1.000	1.000	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	599.568	522.573	683.959

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	2.015	2.005	1.748	2.287

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.018	.763	.873	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	608.568	608.649	619.679	622.679

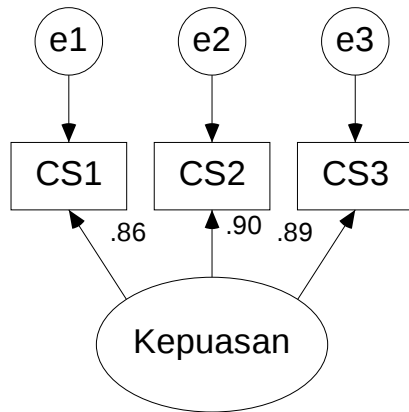
ECVI

Model	ECVI	LO 90	HI 90	MECVI
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Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	2.035	1.778	2.318	2.036

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	4	6



Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
CS1 <--- Kepuasan	1.000				
CS2 <--- Kepuasan	1.113	.056	19.819	***	
CS3 <--- Kepuasan	1.097	.056	19.701	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
CS1 <--- Kepuasan	.858
CS2 <--- Kepuasan	.896
CS3 <--- Kepuasan	.891

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kepuasan	.757	.084	9.011	***	
e1	.272	.061	8.761	***	
e2	.230	.063	7.014	***	
e3	.236	.072	7.281	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	81.664	0	.000	39.297
Saturated model	6	.000	0		
Independence model	3	620.362	3	.000	206.787

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000

Model	RMR	GFI	AGFI	PGFI
Independence model	.613	.453	-.094	.226

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	617.362	539.181	702.938

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	2.075	2.065	1.803	2.351

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.030	.775	.885	.000

AIC

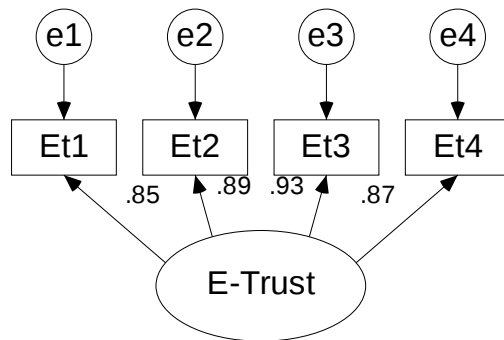
Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	626.362	626.443	637.473	640.473

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	2.095	1.833	2.381	2.095

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	4	6



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Et1 <--- E-Trust	1.000				
Et2 <--- E-Trust	1.021	.050	20.456	***	
Et3 <--- E-Trust	1.039	.048	21.762	***	
Et4 <--- E-Trust	.994	.051	19.650	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Et1 <--- E-Trust	.848
Et2 <--- E-Trust	.893
Et3 <--- E-Trust	.926
Et4 <--- E-Trust	.873

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
E-Trust	.944	.105	8.990	***	
e1	.368	.086	10.137	***	
e2	.251	.078	8.946	***	
e3	.170	.073	7.275	***	
e4	.292	.060	9.594	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	1.483	2	.476	.742
Saturated model	10	.000	0		
Independence model	4	1026.314	6	.000	171.052

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
-------	-----	-----	------	------

Model	RMR	GFI	AGFI	PGFI
Default model	.006	.998	.988	.200
Saturated model	.000	1.000		
Independence model	.751	.352	-.080	.211

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.999	.996	1.001	1.002	1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.333	.333	.333
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	6.585
Saturated model	.000	.000	.000
Independence model	1020.314	918.731	1129.280

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.005	.000	.000	.022
Saturated model	.000	.000	.000	.000
Independence model	3.432	3.412	3.073	3.777

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.055	.716	.793	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	17.483	17.755	47.114	55.114

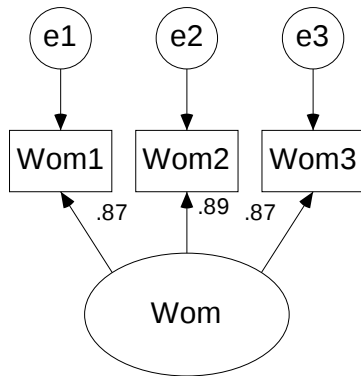
Model	AIC	BCC	BIC	CAIC
Saturated model	20.000	20.340	57.038	67.038
Independence model	1034.314	1034.450	1049.129	1053.129

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.058	.060	.082	.059
Saturated model	.067	.067	.067	.068
Independence model	3.459	3.120	3.824	3.460

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	1208	1857
Independence model	4	5



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Wom1 <--- Wom	1.000				
Wom2 <--- Wom	1.031	.052	19.783	***	
Wom3 <--- Wom	.908	.047	19.281	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Wom1 <--- Wom	.867
Wom2 <--- Wom	.893
Wom3 <--- Wom	.873

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Wom	1.113	.122	9.138	***	
e1	.366	.055	8.194	***	
e2	.299	.053	6.975	***	
e3	.287	.076	7.970	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	30.000	0	.000	25.650
Saturated model	6	.000	0		
Independence model	3	602.568	3	.000	200.856

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000	1.000	1.000
Saturated model	.000	1.000	1.000	1.000
Independence model	.755	.457	-.086	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1.000		1.000	1.000	1.000
Saturated model	1.000		1.000	1.000	1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	.000
Saturated model	.000	.000	.000
Independence model	599.568	522.573	683.959

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.000	.000	.000	.000
Saturated model	.000	.000	.000	.000
Independence model	2.015	2.005	1.748	2.287

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.018	.763	.873	.000

AIC

Model	AIC	BCC	BIC	CAIC
-------	-----	-----	-----	------

Model	AIC	BCC	BIC	CAIC
Default model	12.000	12.163	34.223	40.223
Saturated model	12.000	12.163	34.223	40.223
Independence model	608.568	608.649	619.679	622.679

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.040	.040	.040	.041
Saturated model	.040	.040	.040	.041
Independence model	2.035	1.778	2.318	2.036

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	4	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.859	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PC1	8.9667	4.113	.759	.781
PC2	8.8933	4.089	.711	.825
PC3	8.7667	4.019	.734	.803

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.804	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SD1	8.8833	3.756	.625	.758
SD2	8.9367	3.832	.671	.714
SD3	9.0133	3.425	.660	.723

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.886	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IM1	13.5467	8.162	.772	.846
IM2	13.6733	7.806	.830	.822
IM3	13.3933	8.955	.655	.889
IM4	13.5667	8.608	.752	.854

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SS1	13.1400	10.067	.745	.913
SS2	13.0900	9.741	.795	.896
SS3	13.1133	9.506	.854	.876
SS4	13.1467	9.149	.844	.879

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.856	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Com1	13.5067	8.431	.653	.837
Com2	13.4700	8.491	.743	.800
Com3	13.5400	8.263	.761	.792
Com4	13.5833	8.297	.651	.839

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cs1	9.1000	4.177	.808	.888
Cs2	9.0300	3.849	.835	.866
Cs3	9.0100	3.896	.832	.868

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Et1	12.8100	9.539	.818	.924
Et2	12.9133	9.558	.851	.913
Et3	12.7867	9.533	.879	.905
Et4	12.7400	9.651	.838	.918

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

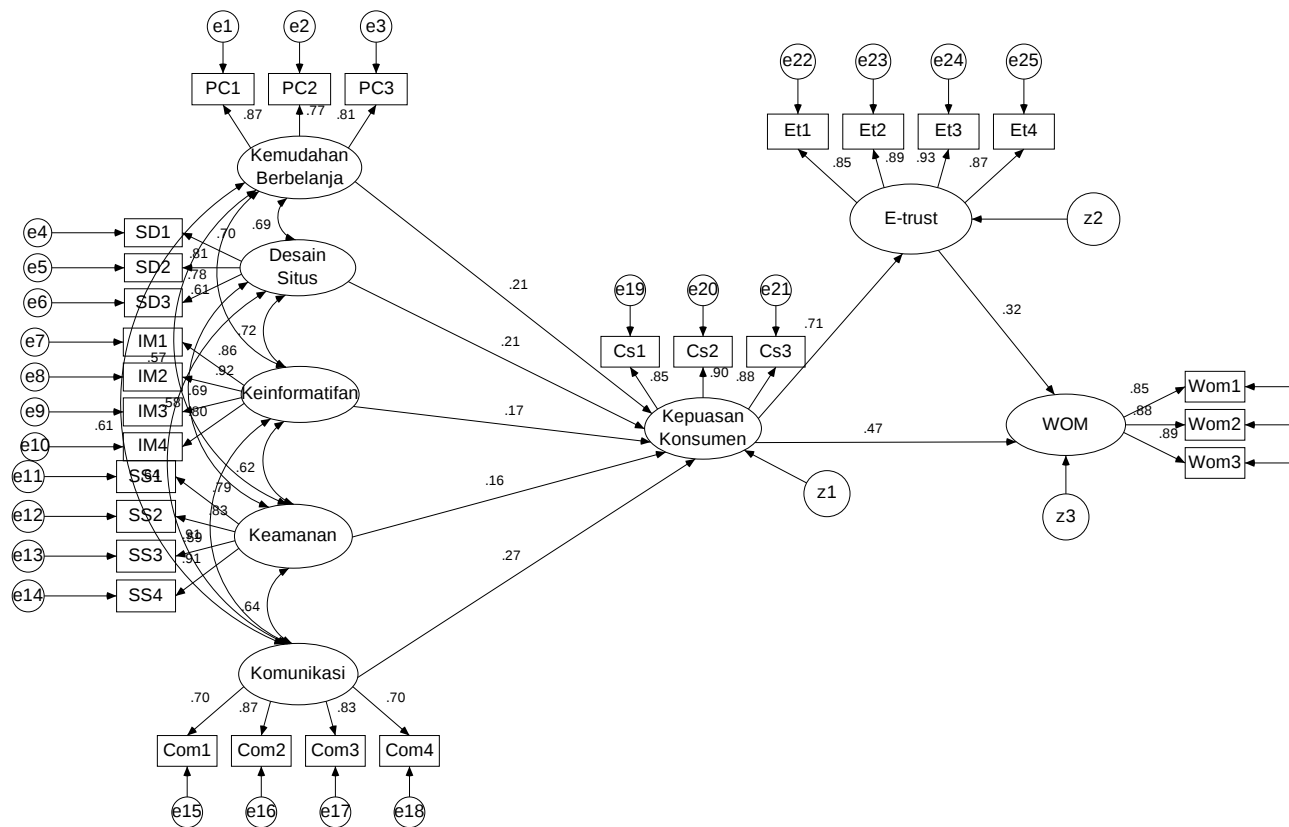
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.909	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Wom1	8.4833	4.786	.812	.874
Wom2	8.2733	4.721	.829	.859
Wom3	8.2900	5.270	.816	.873



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Analysis Summary

Date and Time

Date: Wednesday, August 08, 2012

Time: 9:36:23 AM

Title

data amos: Wednesday, August 08, 2012 09:36 AM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 300

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

PC1

PC2

PC3

SD3

SD2

SD1

IM4

IM3

IM2

IM1

SS4

SS3

SS2

SS1
Com4
Com3
Com2
Com1
Cs1
Cs2
Cs3
Et1
Et2
Et3
Et4
Wom1
Wom2
Wom3
Unobserved, endogenous variables
Kepuasan_Konsumen
E-trust
WOM
Unobserved, exogenous variables
Kemudahan_Berbelanja
e1
e2
e3
Desain_Situs
e6
e5
e4
Keinformatifan
e10
e9
e8
e7
Keamanan
e14
e13
e12
e11
Komunikasi
e18
e17
e16
e15
e19
e20
e21
e22
e23
e24
e25
e26
e27
e28
z1
z2

z3

Variable counts (Group number 1)

Number of variables in your model: 67
 Number of observed variables: 28
 Number of unobserved variables: 39
 Number of exogenous variables: 36
 Number of endogenous variables: 31

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	39	0	0	0	0	39
Labeled	0	0	0	0	0	0
Unlabeled	28	10	36	0	0	74
Total	67	10	36	0	0	113

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Wom3	1.000	6.000	-.350	-2.475	-.182	-.643
Wom2	1.000	6.000	-.331	-2.340	-.565	-1.996
Wom1	1.000	6.000	-.143	-1.013	-.517	-1.828
Et4	1.000	6.000	-.383	-2.707	-.352	-1.246
Et3	1.000	6.000	-.422	-2.987	-.161	-.570
Et2	1.000	6.000	-.368	-2.601	-.302	-1.067
Et1	1.000	6.000	-.561	-3.966	.204	.721
Cs3	1.000	6.000	-.555	-3.926	-.039	-.138
Cs2	1.000	6.000	-.594	-4.201	-.018	-.063
Cs1	2.000	6.000	-.330	-2.336	-.313	-1.107
Com1	1.000	6.000	-.645	-4.563	-.037	-.130
Com2	2.000	6.000	-.496	-3.506	-.344	-1.216
Com3	1.000	6.000	-.492	-3.480	-.196	-.693
Com4	1.000	6.000	-.578	-4.088	-.316	-1.117
SS1	1.000	6.000	-.350	-2.475	-.546	-1.932
SS2	1.000	6.000	-.442	-3.123	-.475	-1.680
SS3	2.000	6.000	-.334	-2.360	-.604	-2.137
SS4	1.000	6.000	-.438	-3.094	-.464	-1.641
IM1	1.000	6.000	-.391	-2.767	-.574	-2.028
IM2	1.000	6.000	-.371	-2.627	-.467	-1.651
IM3	2.000	6.000	-.474	-3.353	-.532	-1.880
IM4	2.000	6.000	-.310	-2.194	-.678	-2.399
SD1	1.000	6.000	-.569	-4.026	.127	.450
SD2	1.000	6.000	-.371	-2.622	-.283	-1.002
SD3	1.000	6.000	-.375	-2.651	-.479	-1.694
PC3	1.000	6.000	-.519	-3.668	-.148	-.522
PC2	1.000	6.000	-.407	-2.880	-.371	-1.313
PC1	1.000	6.000	-.316	-2.231	-.411	-1.454
Multivariate					222.592	47.031

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
260	102.043	.000	.000
234	86.463	.000	.000
139	78.820	.000	.000
254	78.683	.000	.000

Observation number	Mahalanobis d-squared	p1	p2
31	76.308	.000	.000
291	75.417	.000	.000
2	74.984	.000	.000
213	74.567	.000	.000
98	68.754	.000	.000
277	67.529	.000	.000
15	66.380	.000	.000
243	66.193	.000	.000
3	62.845	.000	.000
256	61.181	.000	.000
166	60.271	.000	.000
141	60.241	.000	.000
273	59.124	.001	.000
60	57.880	.001	.000
143	57.025	.001	.000
136	56.930	.001	.000
59	56.623	.001	.000
299	56.585	.001	.000
202	55.269	.002	.000
189	55.139	.002	.000
91	54.882	.002	.000
41	54.807	.002	.000
26	53.861	.002	.000
106	53.719	.002	.000
282	53.355	.003	.000
145	52.959	.003	.000
290	49.720	.007	.000
258	49.672	.007	.000
250	49.526	.007	.000
163	47.135	.013	.000
246	47.068	.013	.000
92	46.514	.015	.000
1	45.846	.018	.000
37	45.675	.019	.000
30	45.565	.019	.000
58	45.413	.020	.000
235	44.237	.026	.000
222	44.000	.028	.000
101	43.748	.029	.000
33	43.708	.030	.000
190	43.685	.030	.000
21	43.516	.031	.000
251	43.438	.032	.000
280	43.079	.034	.000
179	43.057	.034	.000
7	42.814	.036	.000
211	42.718	.037	.000
261	42.369	.040	.000

Observation number	Mahalanobis d-squared	p1	p2
208	42.332	.040	.000
183	41.339	.050	.000
265	41.044	.053	.000
248	40.687	.057	.000
252	40.643	.058	.000
8	40.501	.060	.000
82	40.212	.063	.000
20	40.097	.065	.000
122	40.073	.065	.000
32	39.415	.074	.000
218	38.396	.091	.000
197	38.251	.094	.000
108	37.981	.099	.000
217	37.781	.103	.000
88	37.610	.106	.000
128	37.543	.107	.000
104	37.041	.118	.000
167	36.944	.120	.000
24	36.856	.122	.000
292	36.616	.128	.000
173	36.608	.128	.000
168	36.527	.130	.000
215	36.352	.134	.000
287	35.696	.150	.000
209	35.391	.159	.000
241	35.336	.160	.000
296	35.203	.164	.000
35	35.187	.165	.000
219	34.778	.176	.000
233	34.749	.177	.000
279	34.139	.196	.000
107	34.011	.201	.001
50	33.959	.202	.000
27	33.939	.203	.000
121	33.546	.216	.002
195	33.515	.217	.001
75	33.253	.227	.003
80	33.169	.230	.003
300	32.935	.238	.006
146	32.914	.239	.004
284	32.682	.248	.009
188	32.596	.251	.009
67	32.586	.251	.006
210	32.455	.256	.008
193	32.407	.258	.007
6	32.166	.268	.014
110	31.974	.276	.022
29	31.864	.280	.025

Models**Default model (Default model)****Notes for Model (Default model)****Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 406

Number of distinct parameters to be estimated: 74

Degrees of freedom (406 - 74): 332

Result (Default model)

Minimum was achieved

Chi-square = 604.422

Degrees of freedom = 332

Probability level = .000

Group number 1 (Group number 1 - Default model)**Estimates (Group number 1 - Default model)****Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
Kepuasan_Konsumen <--- Kemudahan_Berbelanja		.198	.059	3.328	***	
Kepuasan_Konsumen <--- Desain_Situs		.203	.078	2.612	.009	
Kepuasan_Konsumen <--- Keinformatifan		.179	.067	2.655	.008	
Kepuasan_Konsumen <--- Keamanan		.127	.045	2.812	.005	
Kepuasan_Konsumen <--- Komunikasi		.280	.066	4.208	***	
E-trust <--- Kepuasan_Konsumen		.798	.066	12.185	***	
WOM <--- E-trust		.346	.074	4.651	***	
WOM <--- Kepuasan_Konsumen		.571	.087	6.558	***	
PC1 <--- Kemudahan_Berbelanja		1.000				
PC2 <--- Kemudahan_Berbelanja		.926	.061	15.224	***	
PC3 <--- Kemudahan_Berbelanja		.975	.060	16.306	***	
SD3 <--- Desain_Situs		1.000				
SD2 <--- Desain_Situs		.918	.068	13.571	***	
SD1 <--- Desain_Situs		.845	.072	11.749	***	
IM4 <--- Keinformatifan		1.000				
IM3 <--- Keinformatifan		.880	.070	12.641	***	
IM2 <--- Keinformatifan		1.234	.068	18.267	***	
IM1 <--- Keinformatifan		1.138	.068	16.839	***	
SS4 <--- Keamanan		1.000				
SS3 <--- Keamanan		.938	.039	23.940	***	
SS2 <--- Keamanan		.871	.044	19.925	***	
SS1 <--- Keamanan		.823	.045	18.096	***	
Com4 <--- Komunikasi		1.000				
Com3 <--- Komunikasi		1.089	.084	12.955	***	
Com2 <--- Komunikasi		1.111	.083	13.398	***	
Com1 <--- Komunikasi		.982	.088	11.103	***	
Cs1 <--- Kepuasan_Konsumen		1.000				
Cs2 <--- Kepuasan_Konsumen		1.134	.055	20.659	***	
Cs3 <--- Kepuasan_Konsumen		1.098	.055	19.875	***	
Et1 <--- E-trust		1.000				
Et2 <--- E-trust		1.016	.049	20.548	***	
Et3 <--- E-trust		1.038	.047	22.074	***	
Et4 <--- E-trust		.992	.050	19.814	***	
Wom1 <--- WOM		1.000				

		Estimate	S.E.	C.R.	P	Label
Wom2	<--- WOM	1.033	.053	19.525	***	
Wom3	<--- WOM	.946	.047	19.928	***	

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
Kepuasan_Konsumen	<--- Kemudahan_Berbelanja	.214
Kepuasan_Konsumen	<--- Desain_Situs	.210
Kepuasan_Konsumen	<--- Keinformatifan	.175
Kepuasan_Konsumen	<--- Keamanan	.158
Kepuasan_Konsumen	<--- Komunikasi	.269
E-trust	<--- Kepuasan_Konsumen	.706
WOM	<--- E-trust	.325
WOM	<--- Kepuasan_Konsumen	.473
PC1	<--- Kemudahan_Berbelanja	.871
PC2	<--- Kemudahan_Berbelanja	.772
PC3	<--- Kemudahan_Berbelanja	.814
SD3	<--- Desain_Situs	.778
SD2	<--- Desain_Situs	.806
SD1	<--- Desain_Situs	.697
IM4	<--- Keinformatifan	.800
IM3	<--- Keinformatifan	.685
IM2	<--- Keinformatifan	.915
IM1	<--- Keinformatifan	.855
SS4	<--- Keamanan	.907
SS3	<--- Keamanan	.906
SS2	<--- Keamanan	.830
SS1	<--- Keamanan	.790
Com4	<--- Komunikasi	.695
Com3	<--- Komunikasi	.832
Com2	<--- Komunikasi	.870
Com1	<--- Komunikasi	.700
Cs1	<--- Kepuasan_Konsumen	.848
Cs2	<--- Kepuasan_Konsumen	.902
Cs3	<--- Kepuasan_Konsumen	.882
Et1	<--- E-trust	.850
Et2	<--- E-trust	.890
Et3	<--- E-trust	.926
Et4	<--- E-trust	.873
Wom1	<--- WOM	.854
Wom2	<--- WOM	.882
Wom3	<--- WOM	.895

Covariances: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Keamanan	<--> Komunikasi	.566	.075	7.522	***	
Keinformatifan	<--> Keamanan	.564	.071	7.950	***	
Desain_Situs	<--> Keinformatifan	.539	.067	7.993	***	
Kemudahan_Berbelanja	<--> Desain_Situs	.574	.072	7.943	***	
Kemudahan_Berbelanja	<--> Keinformatifan	.481	.063	7.650	***	
Kemudahan_Berbelanja	<--> Keamanan	.576	.076	7.611	***	

	Estimate	S.E.	C.R.	P	Label
Kemudahan_Berbelanja <--> Komunikasi	.474	.066	7.185	***	
Desain_Situs <--> Komunikasi	.474	.067	7.049	***	
Keinformatifan <--> Komunikasi	.408	.059	6.922	***	
Desain_Situs <--> Keamanan	.550	.076	7.230	***	

Correlations: (Group number 1 - Default model)

	Estimate
Keamanan <--> Komunikasi	.635
Keinformatifan <--> Keamanan	.624
Desain_Situs <--> Keinformatifan	.722
Kemudahan_Berbelanja <--> Desain_Situs	.693
Kemudahan_Berbelanja <--> Keinformatifan	.614
Kemudahan_Berbelanja <--> Keamanan	.574
Kemudahan_Berbelanja <--> Komunikasi	.614
Desain_Situs <--> Komunikasi	.644
Keinformatifan <--> Komunikasi	.587
Desain_Situs <--> Keamanan	.576

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kemudahan_Berbelanja	.869	.097	9.009	***	
Desain_Situs	.788	.105	7.496	***	
Keinformatifan	.706	.087	8.140	***	
Keamanan	1.158	.116	10.005	***	
Komunikasi	.686	.104	6.587	***	
z1	.189	.026	7.260	***	
z2	.475	.057	8.335	***	
z3	.490	.060	8.128	***	
e1	.277	.039	7.040	***	
e2	.505	.052	9.795	***	
e3	.421	.047	8.928	***	
e6	.513	.057	9.001	***	
e5	.359	.043	8.319	***	
e4	.593	.058	10.277	***	
e10	.398	.039	10.312	***	
e9	.616	.055	11.296	***	
e8	.209	.031	6.676	***	
e7	.335	.037	9.185	***	
e14	.249	.031	7.956	***	
e13	.223	.028	8.020	***	
e12	.396	.039	10.242	***	
e11	.472	.044	10.755	***	
e18	.734	.068	10.862	***	
e17	.363	.041	8.829	***	
e16	.273	.036	7.584	***	
e15	.688	.064	10.821	***	
e19	.289	.029	9.961	***	
e20	.217	.026	8.322	***	
e21	.254	.028	9.098	***	
e22	.365	.036	10.265	***	

	Estimate	S.E.	C.R.	P	Label
e23	.256	.028	9.289	***	
e24	.168	.022	7.605	***	
e25	.292	.030	9.797	***	
e26	.400	.044	9.117	***	
e27	.329	.040	8.139	***	
e28	.240	.032	7.553	***	

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
z2 <--> Komunikasi	4.064	-.058
z2 <--> z1	6.359	-.057
z3 <--> Keinformatifan	5.789	-.068
e28 <--> z3	4.274	-.054
e26 <--> z1	4.768	-.047
e25 <--> Komunikasi	5.816	-.054
e25 <--> Kemudahan_Berbelanja	5.213	.059
e24 <--> Keinformatifan	9.950	.057
e24 <--> e28	5.748	.042
e24 <--> e26	5.296	-.048
e22 <--> Komunikasi	7.410	.067
e22 <--> e28	5.422	-.053
e22 <--> e26	5.682	.064
e21 <--> e28	4.797	.043
e21 <--> e27	4.472	-.048
e20 <--> e27	6.983	.057
e20 <--> e23	10.690	-.060
e19 <--> Komunikasi	4.235	.046
e19 <--> Keamanan	4.693	-.061
e19 <--> Kemudahan_Berbelanja	4.173	-.052
e15 <--> e24	7.876	-.072
e15 <--> e22	4.270	.068
e16 <--> Komunikasi	4.630	-.048
e16 <--> Keamanan	7.029	.080
e16 <--> e23	4.228	-.043
e16 <--> e21	8.613	.062
e16 <--> e19	4.060	-.044
e17 <--> Keamanan	7.226	-.088
e18 <--> z3	4.218	.084
e18 <--> e25	9.733	-.097
e18 <--> e21	5.380	-.070
e18 <--> e19	11.402	.104
e18 <--> e16	5.604	-.076
e18 <--> e17	5.156	.080
e11 <--> Keamanan	16.449	-.140
e11 <--> Kemudahan_Berbelanja	8.675	.092
e11 <--> e18	11.375	-.128
e12 <--> e25	6.250	.059
e12 <--> e19	4.255	-.048

	M.I.	Par Change
e12 <--> e15	4.126	-.070
e13 <--> Keamanan	5.560	.062
e13 <--> e15	5.107	.065
e13 <--> e17	4.967	-.050
e14 <--> Kemudahan_Berbelanja	4.668	-.056
e14 <--> e23	6.703	.051
e14 <--> e11	13.033	-.089
e14 <--> e13	7.809	.050
e7 <--> z3	8.233	-.085
e7 <--> e15	10.441	-.107
e8 <--> e7	5.469	.048
e9 <--> Keamanan	4.665	.084
e9 <--> e18	5.786	-.102
e9 <--> e12	7.055	.085
e9 <--> e13	4.952	-.059
e10 <--> z3	11.027	.103
e10 <--> e27	4.275	.055
e10 <--> e7	5.863	-.061
e10 <--> e9	6.769	.083
e4 <--> z1	6.788	-.065
e4 <--> e25	4.540	.061
e4 <--> e21	8.460	-.080
e5 <--> Keinformatifan	4.714	-.053
e5 <--> e19	4.181	.048
e5 <--> e8	6.987	-.063
e6 <--> e15	5.416	-.095
e6 <--> e16	5.053	.067
e6 <--> e13	4.359	-.055
e3 <--> e25	8.808	.075
e3 <--> e9	4.002	.069
e3 <--> e4	8.953	.105
e2 <--> z2	4.570	.073
e2 <--> e7	7.899	.082
e2 <--> e4	4.171	-.076
e2 <--> e5	5.829	.076
e1 <--> z3	7.489	.082

Variances: (Group number 1 - Default model)

	M.I.	Par Change
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Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change
Wom3 <--- Et3	4.780	.069
Wom3 <--- Cs3	5.664	.077
Wom3 <--- IM4	4.624	.071
Wom3 <--- SD3	4.816	.066
Et4 <--- Com4	6.035	-.071
Et4 <--- SS2	5.139	.069
Et4 <--- PC3	8.339	.089
Et3 <--- Keinformatifan	4.133	.074

	M.I.	Par Change
Et3 <--- IM1	4.562	.056
Et3 <--- IM2	5.129	.058
Et2 <--- Cs2	4.322	-.064
Et1 <--- Com1	6.101	.080
Cs3 <--- Com4	4.043	-.056
Cs3 <--- SD1	6.766	-.080
Cs1 <--- Com4	7.387	.078
Cs1 <--- SS2	4.642	-.065
Com1 <--- IM1	5.625	-.107
Com1 <--- SD3	5.316	-.102
Com2 <--- Keamanan	5.444	.082
Com2 <--- Cs3	4.040	.069
Com2 <--- SS1	8.347	.095
Com2 <--- SS2	7.461	.089
Com2 <--- SS4	5.990	.076
Com2 <--- SD3	4.702	.070
Com3 <--- SS2	4.247	-.073
Com3 <--- SS3	5.960	-.087
Com4 <--- Et4	4.507	-.100
Com4 <--- SS1	9.339	-.142
Com4 <--- IM3	4.961	-.108
SS1 <--- Komunikasi	8.979	.161
SS1 <--- Keinformatifan	10.270	.167
SS1 <--- Desain_Situs	11.093	.170
SS1 <--- Kemudahan_Berbelanja	16.346	.194
SS1 <--- Kepuasan_Konsumen	8.769	.150
SS1 <--- E-trust	11.590	.152
SS1 <--- WOM	8.776	.125
SS1 <--- Wom3	8.653	.113
SS1 <--- Wom2	6.229	.086
SS1 <--- Wom1	4.639	.075
SS1 <--- Et4	12.109	.132
SS1 <--- Et3	13.038	.139
SS1 <--- Et2	5.245	.087
SS1 <--- Et1	6.716	.095
SS1 <--- Cs3	6.807	.103
SS1 <--- Cs2	5.520	.092
SS1 <--- Cs1	4.318	.086
SS1 <--- Com1	9.892	.114
SS1 <--- Com2	10.518	.129
SS1 <--- Com3	7.210	.104
SS1 <--- IM1	8.567	.110
SS1 <--- IM2	8.377	.108
SS1 <--- IM3	11.731	.134
SS1 <--- IM4	5.003	.090
SS1 <--- SD1	4.769	.086
SS1 <--- SD2	6.703	.108
SS1 <--- SD3	5.500	.087

	M.I.	Par Change
SS1 <--- PC3	15.608	.149
SS1 <--- PC2	11.302	.127
SS1 <--- PC1	12.438	.139
SS2 <--- IM3	5.806	.088
SS3 <--- Keinformatifan	4.430	-.085
SS3 <--- Com2	5.390	-.072
SS3 <--- Com3	6.892	-.079
SS3 <--- IM2	4.923	-.064
SS3 <--- IM3	8.699	-.089
SS3 <--- IM4	4.425	-.065
SS3 <--- SD3	5.783	-.069
SS4 <--- SS1	4.598	-.066
SS4 <--- PC3	4.614	-.067
IM1 <--- WOM	5.117	-.086
IM1 <--- Wom3	5.505	-.081
IM1 <--- Wom2	6.743	-.080
IM1 <--- Com1	7.559	-.089
IM3 <--- SS1	5.865	.102
IM3 <--- SS2	7.701	.116
IM4 <--- WOM	9.414	.121
IM4 <--- Wom3	10.643	.117
IM4 <--- Wom2	11.686	.110
IM4 <--- Com1	4.723	.073
IM4 <--- SS2	5.451	.081
SD1 <--- Cs3	5.879	-.108
PC3 <--- SD1	4.601	.085
PC1 <--- WOM	4.227	.078
PC1 <--- Wom2	5.282	.072

Minimization History (Default model)

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e 21		-.774	9999.000	6925.625	0	9999.000
1	e 31		-.357	3.731	3667.902	19	.454
2	e 8		-.174	1.489	1841.091	5	.935
3	e 0	5283.034		1.112	1164.973	5	.631
4	e 0	1839.223		.332	1062.327	6	.000
5	e 0	1312.243		.993	847.866	2	.000
6	e 0	476.358		.439	653.230	1	1.189
7	e 0	221.156		.165	613.152	1	1.208
8	e 0	141.676		.086	605.086	1	1.158
9	e 0	142.553		.024	604.429	1	1.063
10	e 0	142.957		.002	604.422	1	1.007

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
11	e	0	143.256	.000	604.422	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	74	604.422	332	.000	1.821
Saturated model	406	.000	0		
Independence model	28	6971.075	378	.000	18.442

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.060	.875	.847	.715
Saturated model	.000	1.000		
Independence model	.557	.144	.080	.134

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.913	.901	.959	.953	.959
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.878	.802	.842
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	272.422	207.424	345.254
Saturated model	.000	.000	.000
Independence model	6593.075	6325.366	6867.181

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2.021	.911	.694	1.155
Saturated model	.000	.000	.000	.000
Independence model	23.315	22.050	21.155	22.967

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.052	.046	.059	.271
Independence model	.242	.237	.246	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	752.422	768.319	1026.502	1100.502
Saturated model	812.000	899.215	2315.736	2721.736
Independence model	7027.075	7033.090	7130.781	7158.781

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.516	2.299	2.760	2.570
Saturated model	2.716	2.716	2.716	3.007
Independence model	23.502	22.607	24.419	23.522

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	186	196
Independence model	19	20

Execution time summary

Minimization: .059

Miscellaneous: .111

Bootstrap: .000

Total: .170