DAFTAR ISI

Halaman Judul Halaman
PERSETUJUAN SKRIPSI ii
PENGESAHAN KELULUSAN UJIAN iii
MOTTO DAN PERSEMBAHAN v
PERSEMBAHAN v
BAB 1 PENDAHULUAN 1
1.1 PENGANTAR 1
1.2 Rumusan Masalah 13
1.3 Tujuan dan kegunaan Penelitian 14
1.3.1 Tujuan Penelitian 14
1.3.2 Kegunaan Penelitian 15
1.4 Sistematika Skripsi 16
BAB II TINJAUAN PUSTAKA 18
2.1 Landasan Teori 18
Technology Acceptance Model (TAM) 18
Information Systems Continuance (IS) 19
2.2 Variabel Penelitian 20
2.2.1 *Perceived Online Customer Review Usefulness (OCR Usefulness)* 20
2.2.2 *Perceived Online Customer Review Credibility (OCR Credibility)* 21
2.2.3 *Perceived ease of use (PEOU)* 22
2.2.4 *Performance Heuristics (PH)* 24
2.2.5 *Customer Satisfaction (CS)* 25
2.2.6 *Continuance Intention (CI)* 26
2.3 Hubungan Antar Variabel 27
2.3.1 Pengaruh *Perceived Online Customer Review Usefulness (OCR Usefulness)* terhadap *Customer Satisfaction (CS)* 27
2.3.2 Pengaruh *Perceived Online Customer Review Credibility* (*OCR Credibility)* terhadap *Customer Satisfaction (CS)* 28
2.3.3 Pengaruh *Perceived ease of use (PEOU)* terhadap *Customer Satisfaction (CS)* 29
2.3.4 Pengaruh *Performance heuristics (PH)* terhadap *Customer Satisfaction (CS)* 29
2.3.5 Pengaruh *Perceived Online Customer Review Usefulness (OCR Usefulness)* terhadap *Continuance Intention (C1)* 30

2.3.6 Pengaruh *Perceived Online Customer Review Credibility (OCR Credibility)* terhadap *Continuance Intention (C1)* 31
2.3.7 Pengaruh *Perceived ease of use (PEOU)* terhadap *Continuance Intention (C1)* 31
2.3.8 Pengaruh Performance heuristics (PH) terhadap Continuance Intention (C1) 32
2.3.9 Pengaruh Customer Satisfaction (CS) terhadap Continuance Intention (CI) 33
2.3.10 Hubungan *CS* sebagai mediator *OCR Usefulness, OCR Credibility, PEOU,* dan *PH* terhdap *CI* 33
2.4 Kerangka Pemikiran 34
BAB III METODOLOGI PENELITIAN 36
3.1 Variabel Penelitian 36
3.1.1 Variabel Penelitian 36
3.1.2 Variabel Independen 36
3.1.3 Variabel Dependen 36
3.1.4 Variabel Mediasi 37
3.2 Populasi dan Sampel 37
3.2.1 Populasi 37
3.2.2 Sampel 37
3.3 Definisi oprasional 39
3.4 Teknik Pengumpulan Data 42
3.4.1 Questioner 42
3.5 Teknik Analisa 44
3.5.2 Evaluasi Measurement Model (Outer Model) 44
3.5.3 Uji Validitas 44
3.5.4 Uji Reliabilitas 45
3.5.5 Evaluasi Structural Model (Inner Model) 46
3.5.6 Uji Hipotesis/Bootstrapping 46
BAB IV HASIL DAN PEMBAHASAN 48
4.1 Deskripsi Objek Penelitian dan Gambaran Umum Responden 48
4.1.1 Deskripsi Objek Penelitian 48
4.1.2 Deskripsi Responden 49
4.1.3 Responden Berdasarkan Umur 49
4.2 Analisis data 51
4.2.1 Uji Instrumen Data 51
4.2.2 Uji Hipotesis 58
4.3 Interpretasi Hasil 64

4.3.1 Pengaruh Online Customer Review Usefulness terhadap Customer Satisfaction 64
4.3.2 Pengaruh Online Customer Review Credibility terhadap Customer Satisfaction 65
4.3.3 Pengaruh Perceived Ease of Use terhadap Customer Satisfaction..... 66
4.3.4 Pengaruh Performance Heuristic terhadap Customer Satisfaction 67
4.3.5 Pengaruh Online Customer Review Usefulness terhadap Continuance Intention 69
4.3.6 Pengaruh Online Customer Review Credibility terhadap Continuance Intention 70
4.3.7 Pengaruh Perceived Ease of Use terhadap Continuance Intention 71
4.3.8 Pengaruh Performance Heuristic terhadap Continuance Intention 72
4.3.9 Customer Satisfaction terhadap Continuance Intention..... 73
BAB V PENUTUP 76
5.1 KESIMPULAN..... 76
5.2 Implikasi teoritis 82
5.3 Implikasi Manajerial 86
5.4 Keterbatasan..... 89
5.5 Saran 90
DAFTAR PUSTAKA 92
LAMPIRAN..... 101