

## CONTENTS

COVER .....	i
THESIS APPROVAL .....	ii
PASSING VALIDATION OF THE BACHELOR THESIS EXAM .....	iii
THESIS ORIGINALITY STATEMENT .....	iv
MOTTO AND DEDICATION .....	v
ACKNOWLEDGMENT .....	vi
ABSTRACT .....	x
CONTENT .....	xi
TABLE LIST .....	xvii
PICTURE LIST .....	xx
<u>CHAPTER I INTRODUCTION</u> .....	1
1.1 Background .....	1
1.2 Statement of Problem .....	8
1.3 The Purpose and Usefulness of Research .....	10
1.3.1 The Purpose of Research .....	10
1.3.2 The Usefulness of Research .....	11
1.4 Writing System .....	11
<u>CHAPTER II LITERATURE REVIEW</u> .....	13
2.1 Literature Review .....	13
2.1.1 Repurchase Intention .....	13
2.1.2 Website Design Quality .....	14

2.1.3 Service Quality .....	15
2.1.4 Enjoyment .....	17
2.1.5 Satisfaction .....	18
2.1.6 Trust .....	19
2.2 Hypothesis .....	20
2.2.1 The Correlation between Website Design Quality and Trust.....	20
2.2.2 The Correlation between Website Design Quality and Satisfaction ...	21
2.2.3 The Correlation between Service Quality and Trust .....	22
2.2.4 The Correlation between Service Quality and Satisfaction .....	23
2.2.5 The Correlation between Enjoyment and Repurchase Intention .....	24
2.2.6 The Correlation between Satisfaction and Trust .....	25
2.2.7 The Correlation between Satisfaction and Repurchase Intention .....	26
2.2.8 The Correlation between Trust and Repurchase Intention .....	26
2.3 Previous Research .....	28
2.4 Research Model .....	31
2.5 Variable Indicators .....	32
2.5.1 Independent Variable .....	32
2.5.2 Dependent Variable .....	36
2.5.3 Intervening Variable .....	37

<u>CHAPTER III RESEARCH METHODS</u> .....	39
3.1 Research Variables and Operational Definition of Variables .....	39
3.1.1 Research Variables .....	39
3.1.2 Operational Definition of Variables .....	40
3.2 Population and Sample .....	44
3.2.1 Population .....	44
3.2.2 Sample .....	45
3.3 Types and Sources of Data .....	46
3.3.1 Primary Data .....	46
3.3.2 Secondary Data .....	47
3.4 Method of Collecting Data .....	47
3.4.1 Survey Method .....	47
3.5 Analysis Method .....	49
3.5.1 Descriptive Analysis .....	49
3.5.2 Quantitative Analysis .....	50
3.6 Data Analysis Technique .....	50
3.6.1 Structural Equation Modeling .....	50
3.6.1.1 Structural Equation Modeling Based Component or Variance – PLS .....	51
3.6.1.1.1 Inner Model .....	52

3.6.1.1.2 Outer Model .....	52
3.6.1.1.3 Sobel Method .....	53
<b><u>CHAPTER IV RESULTS AND DISCUSSION</u></b> .....	<b>55</b>
4.1 Description of the Research Object .....	55
4.1.1 General Description of the Company .....	55
4.1.2 Respondent Overview .....	55
4.2 Analysis Results .....	59
4.2.1 Description of Research Variables .....	59
4.2.1.1 Analysis of Respondent Answers of Website Design Quality Variable .....	59
4.2.1.2 Analysis of Respondent Answers of Service Quality Variable .....	61
4.2.1.3 Analysis of Respondent Answers of Enjoyment Variable .....	67
4.2.1.4 Analysis of Respondent Answers of Satisfaction Variable .....	69
4.2.1.5 Analysis of Respondent Answers of Trust Variable .....	71
4.2.1.6 Analysis of Respondent Answers of Repurchase Intention Variable .....	73
4.3 Process and Data Analysis .....	74
4.3.1 Model Based – Theory Development .....	74
4.3.2 Arrangement of Path Diagrams and Structural Equations .....	75
4.3.3 Outer Model Evaluation .....	75

4.3.3.1 Convergent Validity .....	75
4.3.3.2 Discriminant Validity .....	78
4.3.3.3 Composite Reliability .....	80
4.3.4 Inner Model Evaluation .....	81
4.3.4.1 R-Square Value .....	82
4.3.4.2 Hypothesis Testing .....	83
4.3.4.2.1 Bootstrap Method Testing .....	84
4.3.4.2.1 Sobel Testing .....	85
 CHAPTER V CONCLUSION & IMPLICATION .....	 93
5.1 Conclusion .....	93
5.2 Implication .....	96
5.3 Managerial Implication .....	97
5.4 Research Limitation .....	98
5.5 Suggestion for Future Research .....	98
REFERENCES .....	99
APPENDIX A .....	110
APPENDIX B .....	114
APPENDIX C .....	125