

## TABLE OF CONTENTS

<b>APPROVAL PAGE .....</b>	<b>i</b>
<b>DECLARATION.....</b>	<b>ii</b>
<b>SUBMISSION AGREEMENT FORM .....</b>	<b>iii</b>
<b>PREFACE.....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>TABLE OF CONTENT .....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>x</b>
<b>APPENDICES .....</b>	<b>xi</b>

### CHAPTER I: INTRODUCTION

1.1 Review of the Research Object .....	1
1.2 Problem Background .....	3
1.3 Problem Formulation .....	12
1.4 Research Objective .....	13
1.5 Research Function .....	13
1.5.1 Theoretical Function .....	13
1.5.2 Practical Function .....	14
1.6 Systematical Writing .....	14

### CHAPTER II: THEORIES AND FRAMEWORKS

2.1 Research Literature Review .....	15
2.1.1 Marketing .....	15
2.1.2 Service .....	15
2.1.3 Service Quality .....	16
2.1.3.1 Service Quality Gaps .....	17
2.1.4 E-Service Quality .....	19
2.1.4.1 Online Service Quality .....	21
2.1.4.2 Online Service Quality Gaps .....	22
2.1.5 Customer Satisfaction .....	23
2.1.5.1 Customer Satisfaction and Service Quality .....	24
2.1.5.2 Customer Satisfaction and e-Service Quality .....	25
2.2 Previous Research .....	25
2.3 Research Framework .....	28
2.4 Hypothesis .....	29
2.4.1 Influence between Efficiency to Customer Satisfaction .....	30

2.4.2 Influence between Reliability to Customer Satisfaction.....	30
2. 4.3 Influence Between Responsiveness to Customer Satisfaction...	30
2. 4.4 Influence Between Fulfillment to Customer Satisfaction .....	31
2. 4.5 Influence Between Privacy to Customer Satisfaction.....	31
2.5 Scope of Study .....	31

### **CHAPTER III: RESEARCH METHODOLOGY**

3.1 Research and Operational Variable .....	32
3.1.1 Type of Research .....	32
3.2 Definition of Operational and Variables Measurement .....	33
3.3 Steps of Research .....	36
3.4 Population and Sample.....	37
3.4.1 Population .....	37
3.4.2 Sample .....	38
3.5 Data Types and Analysis .....	39
3.5.1 Primary Data .....	39
3.5.2 Secondary Data .....	39
3.6 Data Collection Methods .....	39
3.6.1 Questionnaire .....	39
3.6.2 Literature Study .....	39
3.7 Quantitative Analysis .....	40
3.7.1 Interval (Likert) Scale .....	40
3.8 Validity and Reliability Test .....	41
3.8.1 Validity Test .....	41
3.8.2 Reliability Test .....	43
3.9 Data Analysis and Hypothesis Testing .....	46
3.9.1 Descriptive Analysis .....	46
3.9.2 Classical Assumption Test .....	48
3.9.2.1 Normality Test .....	48
3.9.2.2 Multi-collinearity Test .....	49
3.9.2.3 Heteroscedasticity Test .....	49
3.9.2.4 Multiple Regression Analysis .....	49
3.9.3 Hypothesis Testing .....	51
3.9.3.2 t Test (Partial Test) .....	51
3.9.3.3 The Coefficient of Determination .....	52

### **CHAPTER IV: ANALYSIS AND DISCUSSION**

4.1 Respondent Overview .....	53
4.2 Descriptive Analysis .....	54

4.2.1 Respondent's Responds about Online Service Quality Variable .....	55
4.2.2 Respondent's Responds about Customer Satisfaction Variable .....	61
4.3 Classical Assumption Test .....	62
4.3.1 Normality Test .....	62
4.3.2 Multi-Collinearity .....	63
4.3.3 Heterocedastisity Test .....	64
4.4 Multiple Regression Analysis .....	65
4.5 Hypothesis Testing .....	67
4.5.1 t test (Partial Test) .....	66
4.6 The Coefficient of Determination ( $R^2$ ) .....	68
4.7 Discussion .....	69
<b>CHAPTER V: CONCLUSSION AND SUGGESTION</b>	
5.1 Conclusion .....	70
5.2 Suggestion .....	71
5.2.1 Suggestion for Firstmedia Company .....	71
5.2.2 Suggestion for Industry .....	72
5.2.3 Suggestion for Future Research .....	73
<b>BIBLIOGRAPHY .....</b>	<b>73</b>
<b>APPENDICES .....</b>	<b>77</b>

## LIST OF TABLES

Table 1.1 Internet Users Worldwide .....	5
Table 1.2 Indonesia ISP and Home Cable TV Service .....	7
Table 1.3 Complaints for PT. Firstmedia and Firstmedia.com .....	11
Table 1.4 Customer Complain for First Media .....	11
Table 2.1 Service Quality Gaps Explanations .....	18
Table 2.2 E-Service Quality Dimensions.....	21
Table 2.3 Previous Research.....	25
Table 3.1 Online Service Quality Measurement Criteria.....	33
Table 3.2 Research Operational Variable .....	34
Table 3.3 Ordinal (Likert) Scale .....	40
Table 3.4 Validity Test.....	42
Table 3.5 Reliability Efficiency .....	44
Table 3.6 Reliability Reliability .....	44
Table 3.7 Reliability Responsiveness .....	45
Table 3.8 Reliability Fulfillment.....	45
Table 3.9 Reliability Privacy .....	45
Table 3.10 Reliability Customer Satisfaction .....	46
Table 3.11 Continuum Line Category .....	48
Table 4.1 Respondent Gender .....	53
Table 4.2 Respondent Ages .....	53
Table 4.3 Respondent Occupation .....	54
Table 4.4 Respondent City of Living .....	54
Table 4.5 Respondent Response about Firstmedia.com Efficiency .....	56
Table 4.6 Respondent Response about Firstmedia.com Reliability.....	57
Table 4.7 Respondent Response about Firstmedia.com Responsiveness .....	58
Table 4.8 Respondent Response about Firstmedia.com Fulfillment.....	59
Table 4.9 Respondent Response about Firstmedia.com Privacy .....	60
Table 4.10 Respondent Response about Firstmedia.com Customer Satisfaction	61
Table 4.11 Variables Multi-Collinearity .....	63
Table 4.12 Variable Coefficients <sup>2</sup> .....	65
Table 4.13 Coefficients of Determination.....	68

## LIST OF FIGURES

Figure 1.1 Internet Users in Asia .....	6
Figure 1.2 Firstmedia Website Rank .....	8
Figure 1.3 Firstmedia Website Daily Page View.....	9
Figure 1.4 Firstmedia Bounce Rate .....	9
Figure 2.1 Service Quality Gaps .....	17
Figure 2.2 E-Service Quality Gaps .....	22
Figure 2.3 Customer Satisfaction Model .....	24
Figure 2.4 Research Framework .....	29
Figure 3.1 Research Steps .....	37
Figure 3.2 Continuum Line .....	48
Figure 4.1 Continuum Line Efficiency .....	57
Figure 4.2 Continuum Line Reliability .....	58
Figure 4.3 Continuum Line Responsiveness .....	59
Figure 4.4 Continuum Line Fulfillment .....	60
Figure 4.5 Continuum Line Privacy .....	61
Figure 4.6 Continuum Line Customer satisfaction .....	62
Figure 4.7 Normal P-P Plot of Regression Standardized Residual .....	63
Figure 4.1 Scatter plot.....	64

## **APPENDICES**

Appendix I	Questionnaire Form (English) .....	77
Appendix II	Questionnaire Form (Indonesia) .....	82