

TABLE OF CONTENTS

APPROVAL SHEET	ii
STATEMENT SHEET	iii
PREFACE	iv
ABSTRACT	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDIXES	xiii
CHAPTER I	1
INTRODUCTION	1
1.1. General Descriptions of Research Object	1
1.1.1. Company Vision & Mission	2
1.2. Research Background	2
1.3. Research Questions	10
1.4. Research Objectives	10
1.5. Research Benefits	11
1.6. Writing Structure	11
1.7. Research Period	11
CHAPTER II	13
LITERATURE REVIEW	13
2.1. Marketing Management	13
2.2. E-Commerce	13
2.2.1. Types of E-Commerce	14

2.3.	Customer Experience	14
2.4.	Customer Satisfaction	17
2.5.	The Influence of Customer Experience on Customer Satisfaction	19
2.6.	Previous Research.....	20
2.7.	Theoretical Framework.....	26
CHAPTER III.....		27
RESEARCH METHOD.....		27
3.1.	Research Method.....	27
3.2.	Type of Research	27
3.3.	Operational Variables	28
3.4.	Stage of Research	30
3.5.	Data Collection Techniques	30
3.6.	Population and Sample	31
3.6.1.	Population	31
3.6.2.	Sample.....	31
3.7.	Data Testing Technique.....	32
3.7.1.	Validity Test	33
3.7.2.	Reliability Test	35
3.8.	Data Analysis Technique	36
3.8.1.	Descriptive Analysis.....	36
3.8.2.	Method of Successive Interval (MSI).....	38
3.8.3.	Classic Assumption Test	39
3.8.4.	Simple Linear Regression Analysis.....	40
3.8.5.	Hypothesis Testing	41
CHAPTER IV		42
RESEARCH RESULTS AND DISCUSSION		42
4.1	Respondent Identity	42
4.1.1	Characteristic of Respondent Based on Ever Used Service from Flip’s Application	42
4.1.2	Characteristics of Respondents Based on Gender	43

4.1.3	Characteristics of Respondents Based on Age	43
4.1.4	Characteristics of Respondents Based on Occupation	44
4.1.5	Characteristics of Respondents Based Monthly Frequency Uses	45
4.2	Descriptive Analysis	46
4.2.1	Descriptive Analysis of Customer Experience	46
4.2.3	Descriptive Analysis of Costumer Expectation	55
4.3	Classic Assumption Test	59
4.3.1	Normality Test	59
4.3.2	Multicollinearity Test.....	60
4.3.3	Heteroscedasticity Test	60
4.4	Method of Successive Interval (MSI)	61
4.5	Simple Linear Regression	61
4.6	Hypothesis Testing.....	62
4.6.1	T Test	62
4.6.2	Coefficient of Determination.....	62
4.7	Discussion.....	63
CHAPTER V		66
CONCLUSION AND SUGGESTION		66
5.1	Conclusions	66
5.2	Suggestions	66
5.2.1	Practical Suggestions	66
5.2.2	Theoretical Suggestions.....	67
BIBLIOGRAPHY		68
APPENDIX.....		72