

TABLE OF CONTENTS

COVER	ii
APPROVAL SHEET	iii
STATEMENT SHEET	iv
PREFACE	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES	ix
LIST OF TABLES	xi
LIST OF APPENDIX	xiii
ABSTRACT	xiv
ABSTRAK	xv
CHAPTER I INTRODUCTION.....	1
1.1. Company Profile	1
1.1.1. Company's Logo.....	3
1.1.2. Company's Vision & Mision	3
1.1.3. Company's Core Value	3
1.2. Research Background.....	3
1.3. Problem Statements.....	9
1.4. Research Objectives	9
1.5. Research Benefits.....	9
1.6. Writing Structure.....	10
CHAPTER II LITERATURE REVIEW	11
2.1. Marketing Management	11
2.2. E-Commerce	11
2.3. Customer Experience	13
2.4. Trust	14
2.5. Customer Loyalty.....	15
2.6. The Effect of Customer Experience on Trust	17
2.7. The Effect of Customer Experience on Customer Loyalty	17
2.8. The Effect of Trust on Customer Loyalty	17
2.9. Previous Research	19

2.10. Conceptual Framework	27
2.11. Scope of Research.....	28
CHAPTER III RESEARCH METHODS.....	29
3.1. Type of Research.....	29
3.2. Data Collection Tools and Measurement Scale	30
3.3. Operational Variables.....	31
3.4. Stage of Research.....	34
3.5. Population and Sample.....	35
3.5.1. Population	35
3.5.2. Sample.....	35
3.6. Data Testing Technique	37
3.6.1. Validity Test.....	37
3.6.2. Reliability Test.....	39
3.7. Data Analysis Technique	40
3.7.1. Descriptive Analysis	40
3.7.2. Partial Least Square.....	42
3.7.3. Structural Equation Model (SEM)	46
CHAPTER IV RESEARCH RESULTS AND ANALYSIS	47
4.1. Respondent's Identity.....	47
4.1.1. Characteristic of Respondents Based on Who Ever Shop Through Lazada Application	47
4.1.2. Characteristic of Respondents Based on Gender	47
4.1.3. Characteristic of Respondents Based on Age	48
4.1.4. Characteristic of Respondents Based on Jobs.....	49
4.1.5. Characteristic of Respondents Based on Domicile	50
4.2. Descriptive Analysis	50
4.2.1. Descriptive Analysis of Customer Experience	50
Source: Data Processed by Author, 2022.....	59
4.2.2. Descriptive Analysis of Customer Trust.....	59
4.2.3. Descriptive Analysis of Customer Loyalty	64
4.3. Partial Least Square.....	71
4.3.1. Outer Model	71

4.3.2. Inner Model.....	75
4.3.3. Hypothesis Test.....	78
4.3.4. Structural Equation Model (SEM)	79
4.4. Discussion	80
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	87
5.1. Conclusions	87
5.2. Suggestions	87
REFERENCES.....	89
APPENDIX	95