

LIST OF CONTENTS

| | |
|---|------------|
| COVER | i |
| APPROVAL SHEET | ii |
| STATEMENT SHEET | iii |
| FOREWORD | iv |
| ABSTRACT | v |
| LIST OF CONTENTS | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| CHAPTER 1 | 1 |
| INTRODUCTION | 1 |
| 1.1 Overview of Research Object | 1 |
| 1.1.1 Company Vision and Mission..... | 3 |
| 1.1.2 Shopee Features..... | 3 |
| 1.2 Research Background | 5 |
| 1.3 Problem Formulation | 14 |
| 1.4 Research Objectives..... | 15 |
| 1.5 Benefits of Research | 15 |
| a. Theoretical Benefits | 15 |
| b. Practical Benefits | 15 |
| 1.6 Systematics of Writing Final Assignments..... | 16 |
| CHAPTER 2 | 18 |
| LITERATURE REVIEW | 18 |
| 2.1 Previous Theories and Research | 18 |
| 2.1.1 Marketing | 18 |
| 2.1.2 E-Commerce..... | 18 |
| 2.1.3 User Experience | 19 |
| 2.1.4 E-E-Service Quality | 22 |
| 2.1.5 User Satisfaction..... | 24 |

| | |
|--|-----------|
| 2.1.6 Relationship between User Experience and E-E-Service Quality | 25 |
| 2.1.7 Relationship between E-Service Quality and Customer Satisfaction. | 26 |
| 2.1.8 Relationship between User Experience and Customer Satisfaction..... | 26 |
| 2.2 Previous Research | 27 |
| 2.3 Framework | 35 |
| 2.4 Research Hypothesis | 36 |
| CHAPTER III..... | 37 |
| RESEARCH METHODS | 37 |
| 3.1 Types of Research | 37 |
| 3.2 Operationalization of Variables and Measurement Scales | 38 |
| 3.2.1 Variable | 38 |
| 3.2.2 Research Scale | 47 |
| 3.3 Research Stage | 49 |
| 3.4 Population and Sample..... | 52 |
| 3.4.1 Population..... | 52 |
| 3.4.2 Sample..... | 52 |
| 3.4.3 Data types..... | 54 |
| 3.5 Validity and Reliability Test..... | 54 |
| 3.5.1 Validity Test..... | 54 |
| 3.5.2 Reliability Test | 57 |
| 3.6 Data Analysis Techniques | 60 |
| 3.6.1 Descriptive Analysis..... | 60 |
| 3.6.2 Normality Test..... | 62 |
| 3.6.3 SEM-PLS Measurement..... | 66 |
| 3.6.4 Hypothesis Testing | 69 |
| CHAPTER IV | 71 |
| 4.1 Respondent Characteristics | 71 |
| 4.1.1 Respondent Characteristics by Gender | 71 |
| 4.1.2 Respondent Characteristics by Age | 72 |
| 4.1.3 Respondent Characteristics based on Domicile..... | 73 |
| 4.1.4 Respondent Characteristics based on Occupation..... | 74 |
| 4.1.5 Respondent Characteristics based on frequently used E-Commerce Platforms | 75 |
| 4.1.6 Respondent Characteristics based on Frequency of online purchases | 76 |

| | | |
|---|---|------------|
| 4.2 | Research Result..... | 77 |
| 4.2.1 | Descriptive Analysis | 77 |
| 4.2.1 | SEM-PLS Test Analysis..... | 84 |
| 4.2.3 | Hypothesis Testing..... | 93 |
| 4.3 | Discussion..... | 95 |
| 4.3.1 | Discussion of Descriptive Analysis | 95 |
| 4.3.2 | User Experience to E-Service Quality | 97 |
| 4.3.3 | E-Service Quality to Customer Satisfaction | 97 |
| 4.3.4 | User Experience to Customer Satisfaction..... | 98 |
| 4.3.5 | User Experience for Customer Satisfaction mediated by E-Service Quality | 98 |
| CHAPTER V | | 100 |
| CONCLUSIONS AND SUGGESTIONS..... | | 100 |
| 5.1 | Conclusions | 100 |
| 5.2 | Suggestions..... | 101 |
| 5.2.1 | Suggestions for The Company | 101 |
| 5.2.2 | Suggestions for Further Research..... | 102 |
| REFERENCES | | 104 |
| ATTACHMENTS..... | | 110 |