

## DAFTAR ISI

|                                                                                       |      |
|---------------------------------------------------------------------------------------|------|
| <b>HALAMAN JUDUL</b> .....                                                            | I    |
| <b>SERTIFIKASI</b> .....                                                              | II   |
| <b>PERSETUJUAN DRAFT TESIS</b> .....                                                  | III  |
| <b>ABSTRACT</b> .....                                                                 | IV   |
| <b>ABSTRAK</b> .....                                                                  | V    |
| <b>KATA PENGANTAR</b> .....                                                           | VI   |
| <b>DAFTAR ISI</b> .....                                                               | VIII |
| <b>DAFTAR GAMBAR</b> .....                                                            | ix   |
| <b>DAFTAR TABEL</b> .....                                                             | XI   |
| <b>DAFTAR LAMPIRAN</b> .....                                                          | XIII |
| <b>BAB I PENDAHULUAN</b> .....                                                        | 1    |
| 1.1 LATAR BELAKANG PENELITIAN .....                                                   | 1    |
| 1.2 PERUMUSAN MASALAH .....                                                           | 15   |
| 1.3 TUJUAN PENELITIAN .....                                                           | 16   |
| 1.4 MANFAAT PENELITIAN .....                                                          | 17   |
| <b>BAB II KAJIAN PUSTAKA</b> .....                                                    | 21   |
| 2.1 LANDASAN TEORI .....                                                              | 21   |
| 2.2 PENGEMBANGAN VARIABEL DAN HIPOTESIS PENELITIAN .....                              | 25   |
| 2.2.1 <i>Effort Expectancy</i> .....                                                  | 25   |
| 2.2.2 <i>Online Shopping Experience</i> .....                                         | 27   |
| 2.2.3 <i>Customer Satisfaction</i> .....                                              | 31   |
| 2.2.4 <i>Customer Loyalty</i> .....                                                   | 32   |
| 2.2.5 <i>Effort Expectancy dan Customer Loyalty</i> .....                             | 33   |
| 2.2.6 <i>Online Shopping Experience dan Customer Loyalty</i> .....                    | 35   |
| 2.2.7 <i>Effort Expectancy dan Customer Satisfaction</i> .....                        | 35   |
| 2.2.8 <i>Online Shopping Experience dan Customer Satisfaction</i> .....               | 36   |
| 2.2.9 <i>Customer Satisfaction dan Customer Loyalty</i> .....                         | 37   |
| 2.3 MODEL KERANGKA PENELITIAN EMPIRIS .....                                           | 38   |
| <b>BAB III METODE PENELITIAN</b> .....                                                | 40   |
| 3.1 JENIS PENELITIAN .....                                                            | 40   |
| 3.2 POPULASI DAN SAMPEL .....                                                         | 40   |
| 3.2.1 <i>Populasi</i> .....                                                           | 40   |
| 3.2.2 <i>Sampel</i> .....                                                             | 40   |
| 3.3 JENIS DAN SUMBER DATA .....                                                       | 43   |
| 3.4 METODE PENGUMPULAN DATA .....                                                     | 43   |
| 3.5 DEFINISI OPERASIONAL DAN PENGUKURAN VARIABEL .....                                | 44   |
| 3.6 METODE ANALISIS DATA .....                                                        | 45   |
| 3.6.1 <i>Analisis Partial Least Square – Structural Equation Model (PLS-SEM)</i> .... | 46   |

|                                                                                                                   |           |
|-------------------------------------------------------------------------------------------------------------------|-----------|
| BAB IV HASIL DAN PEMBAHASAN .....                                                                                 | 50        |
| 4.1. GAMBARAN UMUM RESPONDEN DAN DESKRIPTIF PENELITIAN .....                                                      | 50        |
| 4.2. DATA DESKRIPTIF RESPONDEN .....                                                                              | 50        |
| <b>2.1. JENIS KELAMIN RESPONDEN .....</b>                                                                         | <b>51</b> |
| <b>4.2.2. KELOMPOK USIA RESPONDEN.....</b>                                                                        | <b>51</b> |
| <b>4.2.3. PENDIDIKAN TERAKHIR RESPONDEN .....</b>                                                                 | <b>52</b> |
| <b>4.2.4. DOMISILI RESPONDEN DI KOTA SEMARANG .....</b>                                                           | <b>53</b> |
| 4.2.5. PENGALAMAN RESPONDEN MENGGUNAKAN PLATFORM SHOPEE .....                                                     | 54        |
| 4.2.6. FREKUENSI RESPONDEN BERTRANSAKSI MENGGUNAKAN SHOPEE .....                                                  | 55        |
| 4.3. ANALISIS UJI INSTRUMEN .....                                                                                 | 56        |
| 4.3.1. PENGUJIAN MODEL PENGUKURAN ( <i>OUTER MODEL</i> ) .....                                                    | 57        |
| 4.3.1.1. <i>Convergent Validity</i> .....                                                                         |           |
| 58 4.3.1.2. <i>Internal Consistency</i> .....                                                                     | 61        |
| 4.3.1.3. <i>Discriminant Validity</i> .....                                                                       | 62        |
| 4.3.1.4. <i>Model Fit</i> .....                                                                                   | 65        |
| 4.3.2. ANALISIS MODEL STRUKTURAL .....                                                                            | 66        |
| 4.3.2.1. <i>Coefciceint of Determination (R-Square)</i> .....                                                     | 66        |
| 4.3.2.2. <i>Effect Size (F-Square)</i> .....                                                                      | 67        |
| 4.3.2.3. <i>Uji Hipotesis (Bootstrapping)</i> .....                                                               | 68        |
| 4.3.2.4. <i>Uji Hipotesis Pengaruh Tidak Langsung</i> .....                                                       | 72        |
| 4.4. PEMBAHASAN DAN HASIL PENELITIAN HIPOTESIS .....                                                              | 73        |
| 4.4.1. PENGARUH LANGSUNG .....                                                                                    | 73        |
| 4.4.1.1. <i>Pengaruh Effort Expectancy terhadap Customer Loyalty</i> .....                                        | 73        |
| 4.4.1.2. <i>Pengaruh Online Shopping Experience terhadap Customer Loyalty</i> .75                                 |           |
| 4.4.1.3. <i>Pengaruh Effort Expectancy terhadap Customer Satisfaction</i> .....                                   | 76        |
| 4.4.1.4. <i>Pengaruh Online Shopping Experience terhadap Customer Satisfaction</i> ..                             | 77        |
| 4.4.1.5. <i>Pengaruh Customer Satisfaction terhadap Customer Loyalty</i> .....                                    | 79        |
| 4.4.2. PENGARUH TIDAK LANGSUNG .....                                                                              | 81        |
| 4.4.2.1. <i>Pengaruh Effort Expectancy terhadap Customer Loyalty melalui Customer Satisfaction</i> .....          | 81        |
| 4.4.2.2. <i>Pengaruh Online Shopping Experience terhadap Customer Loyalty melalui Customer Satisfaction</i> ..... | 83        |
| BAB V PENUTUP .....                                                                                               | 87        |
| 5.1. SIMPULAN HASIL DAN MASALAH PENELITIAN .....                                                                  | 87        |
| 5.2. IMPLIKASI MANAJERIAL .....                                                                                   | 89        |
| 5.3. IMPLIKASI TEORITIS .....                                                                                     |           |
| 91 5.4. KETERBATAS PENELITIAN DAN AGENDA PENELITIAN YANG AKAN DATANG .....                                        | 93        |
| DAFTAR PUSTAKA .....                                                                                              | 95        |