

DAFTAR ISI

| | |
|--|------------------|
| <u>KATA PENGANTAR.....</u> | <u>3</u> |
| <u>DAFTAR ISI.....</u> | <u>5</u> |
| <u>BAB I.....</u> | <u>11</u> |
| <u>PENDAHULUAN.....</u> | <u>11</u> |
| <u>1.1 Latar Belakang Masalah.....</u> | <u>11</u> |
| <u>1.2 Rumusan Masalah.....</u> | <u>20</u> |
| <u>1.3 Ruang Lingkup Penelitian.....</u> | <u>21</u> |
| <u>1.3.1 Ruang Lingkup Subjek.....</u> | <u>21</u> |
| <u>1.3.2 Ruang Lingkup Objek.....</u> | <u>21</u> |
| <u>1.3.3 Ruang Lingkup Tempat.....</u> | <u>21</u> |
| <u>1.3.4 Ruang Lingkup Waktu.....</u> | <u>21</u> |
| <u>1.3.5 Ruang Lingkup Ilmu.....</u> | <u>21</u> |
| <u>1.4 Tujuan Penelitian.....</u> | <u>22</u> |
| <u>1.5 Manfaat Penelitian.....</u> | <u>23</u> |
| <u>1.5.1 Bagi Penulis.....</u> | <u>23</u> |
| <u>1.5.2 Bagi Perusahaan.....</u> | <u>23</u> |
| <u>1.5.3 Bagi Intuisi.....</u> | <u>23</u> |
| <u>1.6 Sistematika Penulisan.....</u> | <u>24</u> |
| <u>BAB II.....</u> | <u>26</u> |
| <u>LANDASAN TEORI.....</u> | <u>26</u> |
| <u>2.1 Perceived Usefulness.....</u> | <u>26</u> |
| <u>2.1.1 Pengertian Perceived Usefulness.....</u> | <u>26</u> |
| <u>2.2.1 Indikator Perceived Usefulness.....</u> | <u>26</u> |

| | |
|---|------------------|
| <u>2.2 E-Service Quality.....</u> | <u>27</u> |
| <u>2.2.1 Pengertian E-Service Quality.....</u> | <u>27</u> |
| <u>2.2.2 Indikator E-Service Quality.....</u> | <u>28</u> |
| <u>2.3 Repurchase Intention.....</u> | <u>29</u> |
| <u>2.3.1 Pengertian Repurchase Intention.....</u> | <u>29</u> |
| <u>2.3.2 Indikator Repurchase Intention.....</u> | <u>30</u> |
| <u>2.4 E-Satisfaction.....</u> | <u>31</u> |
| <u>2.4.1 Pengertian E-Satisfaction.....</u> | <u>31</u> |
| <u>2.4.2 Indikatoe E-Satisfaction.....</u> | <u>32</u> |
| <u>2.5 Penelitian Terdahulu.....</u> | <u>33</u> |
| <u>Tabel 2.1.....</u> | <u>33</u> |
| <u>2.6 Kerangka Pemikiran.....</u> | <u>45</u> |
| <u>2.7 Hipotesis Penelitian.....</u> | <u>46</u> |
| <u>2.7.1 Pengaruh Perceived Usefulness terjadap Repurchase Intention.....</u> | <u>46</u> |
| <u>2.7.2 Pengaruh E-Service Quality terhadap Repurchase Intention.....</u> | <u>47</u> |
| <u>2.7.3 Pengaruh Perceived Usefulness terhadap E-Satisfaction.....</u> | <u>48</u> |
| <u>2.7.4 Pengaruh E-Service Quality terhadap E-Satisfaction.....</u> | <u>49</u> |
| <u>2.7.5 Pengaruh Perceived Usefulness terhadap E-Satisfaction dan Repurchase Intention.....</u> | <u>50</u> |
| <u>2.7.6 Pengaruh E-Service Quality terhadap E-Satisfaction dan Repurchase Intention.....</u> | <u>50</u> |
| <u>2.7.7 Pengaruh E-Satisfaction terhadap Repurchase Intention.....</u> | <u>51</u> |
| <u>BAB III.....</u> | <u>52</u> |
| <u>METODE PENELITIAN.....</u> | <u>52</u> |
| <u>3.1 Jenis Penelitian.....</u> | <u>52</u> |
| <u>3.2 Sumber Data.....</u> | <u>52</u> |
| <u>3.3 Metode Pengumpulan Data.....</u> | <u>52</u> |

| | |
|--|-----------|
| 3.4 Populasi dan Sample..... | 53 |
| 3.4.1 Populasi..... | 53 |
| 3.4.2 Sample..... | 53 |
| 3.5 Variabel Penelitian..... | 54 |
| 3.5.1 Variabel Independent..... | 54 |
| 3.5.2 Variabel Dependent..... | 54 |
| 3.7 Uji Prasyarat Instrutment..... | 56 |
| 3.7.1 Uji Validitas..... | 57 |
| 3.7.2 Uji Reabilitas..... | 58 |
| 3.8 Penguji Hipotesis..... | 58 |
| BAB IV..... | 59 |
| HASIL DAN PEMBAHASAN..... | 59 |
| 4.1 Deskripsi Data..... | 59 |
| 4.1.1 Deskripsi Karakteristik Objektif..... | 59 |
| 4.1.2 Deskripsi Variabel Penelitian..... | 60 |
| BAB V..... | 92 |
| KESIMPULAN DAN SARAN..... | 92 |
| 5.1 Kesimpulan..... | 92 |
| 5.2 Saran..... | 92 |
| DAFTAR PUSTAKA..... | 93 |
| LAMPIRAN..... | 95 |