

Table of Contents

Declaration of Originality	iv
Preface/acknowledgement.....	v
Submission Agreement Form.....	vi
ABSTRACT.....	vii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Objective Overview.....	1
1.1.1 LAZADA	1
1.1.2 Company Achievements.....	1
1.1.3 Lazada Indonesia.....	4
1.1.4 Products and Services.....	6
1.1.5 Social Media of Lazada Indonesia	7
1.2 Research Background.....	8
1.2.1 Digital Consumption Trends	8
1.2.2 Influence of Social Media	10
1.2.3 Rapid Economic Growth Has Led to Increased Spending	14
1.2.4 Key eCommerce Sites	15
1.3 Problem Statement	18
1.4 Research Questions	20
1.5 Research Purposes.....	21
1.6 Significance of Study	21
1.6.1 Academic Aspect :	21
1.6.2 Business Aspect:	21
1.7 Writing Systematic.....	22
CHAPTER II.....	23
LITERATURE REVIEW AND SCOPE OF RESEARCH.....	23
2.1 Literature Review.....	23
2.1.1 Fundamental Behavior Theories.....	23
2.1.2 E-Commerce and Social Commerce	26
2.1.4 Purchase Intention.....	27

2.1.5	Usability	28
2.1.6	Website Design	28
2.1.7	Information Quality	29
2.1.8	Trust	29
2.1.9	Perceived Risk	30
2.1.10	Empathy	31
2.2	Theoretical Framework	31
2.3	Research Hypothesis	32
2.3.1	Usability	32
2.3.2	Website Design	32
2.3.3	Information Quality	33
2.3.4	Trust	33
2.3.5	Perceived Risk	34
2.3.6	Empathy	35
2.4	Research Scope	35
CHAPTER III		36
RESEARCH METHODOLOGY		36
3.1	Type of Research	36
3.2	Operational Variable	37
3.3	Steps of Research	45
3.4	Population and Sample	45
3.4.1	Population	45
3.4.2	Sample size	46
3.5	Data Type and Resources	47
3.5.1	Primary Data	47
3.5.2	Secondary Data	47
3.6	Data Collection Method	48
3.6.1	Quantitative Analysis	48
3.7	Validity and Reliability Test	49
3.7.1	Validity Test	49
3.7.2	Realibility Test	52

3.8	Data Analysis Technique	55
3.8.1	Descriptive Analysis	55
3.8.2	Classical Assumption Test	57
3.8.3	Multiple Regression Analysis	58
3.8.4	Hypothesis Testing	60
CHAPTER IV		62
ANALYSIS AND DISCUSSION		62
4.1	Respondent Overview	62
4.2	Descriptive Analysis	64
4.2.1	Website Quality Dimention	65
4.3	Classical Assumption Test	74
4.3.1	Normality Test	75
4.3.2	Multi – Collinearity Test	75
4.3.3	Heteroscedactisity Test.....	76
4.4	Multiple Regression Analysis	77
4.5	Hyphothesis Testing	78
4.5.1	test (Partial Test)	78
4.5.2	F test (Simultan Test)	79
4.6	The Coefficient of Determination (R^2)	81
4.7	Discussion	82
CHAPTER V		87
CONCLUSION AND SUGGESTION		87
5.1	Conclusion	87
5.1.1	Customer Perception	87
5.1.2	The Effect of Usability on Purchase Intention	88
5.1.3	The Effect of Website Design on Purchase Intention.....	88
5.1.4	The Effect of Information Quality on Purchase Intention	88
5.1.5	The Effect of Trust on Purchase Intention.....	88
5.1.6	The Effect of Perceived Risk on Purchase Intention	88
5.1.7	The Effect of Empathy on Purchase Intention.....	89
5.1.8	The Effect of Dependent Variables simultaneously towards Independent Variable	89

5.2	Suggestion.....	89
5.2.1	Suggestion for the company.....	89
5.2.2	Suggestion for further research.....	91
REFERENCES.....		92