TABLE OF CONTENT

ABSTRACT iv
PREFACE v
LIST OF TABLE ix
LIST OF FIGURE x
CHAPTER I 1
INTRODUCTION 1
1.1 Research Object Overview 1
1.1.1 Company Profile 1
1.1.2 Company Vision and Mission 1
1.1.3 Company Logo, Company Name, and Company Location 2
1.2 Research Background 2
1.3 Problem Statements 7
1.4 Research Objectives 8
1.5 Research Benefits 8
1.5.1 Theoretical Aspects 8
1.5.2 Practical Aspects 8
1.6 Writing Systematic 9
CHAPTER II 10
LITERATURE REVIEW 10
2.1 Theoretical Basis and Previous Researches 10
2.1.1 Consumer Behaviour 10
2.1.2 Perceived ease of use 11
2.1.3 Perceived Usefulness 11
2.1.4 Trust 12
2.1.5 Perceived Enjoyment 13
2.1.6 Satisfaction 13
2.1.7 Repurchase Intention 14
2.1.8 Previous Research 15

2.2 Theoretical Framework 20
2.3 Hypothesis 21
CHAPTER III 23
RESEARCH METHODOLOGY 23
3.1 Research Characteristics 23
3.2 Operationalization Variable 24
3.3 Research Stages 26
3.4 Population and Sample 28
3.4.1 Population 28
3.4.2 Sample 28
3.4.3 Sampling Method 29
3.5 Data collection 30
3.5.1 Primary Data 30
3.5.2 Secondary Data 30
3.6 Validity and reliability 30
3.7 Analysis Technique and Hypothesis Testing 33
3.7.1 Descriptive Analysis 33
Figure 3.2 Continuum Line 34
3.7.2 Analysis Technique 35
3.7.2.1 Classical Assumption Test 35
3.7.2.1.1 Normality Test 35
3.7.2.1.2 Multicollinearity Test 36
3.7.1.1.3 Heteroscedasticity Test 36
3.7.2.2 Regression Analysis 37
3.7.3 Hypothesis Testing 38
3.7.3.1 Interpretation of Coefficient of Determination (R^2) 38
CHAPTER IV 41
RESEARCH RESULTS & DISCUSSION 41
4.1 Respondent Characteristics 41
4.1.1 Respondent Characteristic Based on Gender 41
4.1.2 Respondent Characteristic Based on Age 42

4.1.3 Respondent Characteristic Based on City Origin 43
4.1.4 Respondent Characteristics Based on Last Education 43
4.1.5 Respondent Characteristic Based on Monthly Earning 44
4.2 Research Result 44
4.3 Classical Assumption Test 51
4.3.1 Normality Test Data 51
4.3.2 Multicollinearity Test 53
4.3.3 Heteroscedasticity Test 54
4.4 Analysis Multi Regression Result 54
4.5 Determination Coefficient (R^2) 57
4.6 Hypothesis Testing 58
4.6.1 T-test 58
4.7 F-Test 60
4.8 Discussion of Research Result 61
CHAPTER V 65
CONCLUSION & SUGGESTION 65
5.2 Suggestion 66
5.2.1 Suggestion for the company 66
5.2.2 Suggestion for future research 66
References vii
ATTACHMENTS 1