

TABLE OF CONTENTS

Cover	i
Approval Sheet	iii
Statement Sheet	iv
Preface	v
Abstract	vii
Abstrak	viii
Motto and Dedication Sheet	ix
Table of Content	x
List of Figure	xiv
List of Table	xvi

CHAPTER 1 INTRODUCTION

1.1 General Description	1
1.1.1 Company Logo	3
1.1.2 Company Vision, Mission and Value	3
1.2 Research Background	4
1.3 Problem Statement.....	13
1.4 Research Objectives.....	14
1.5 Research Benefit.....	14
1.6 Writing Structure	14
1.7 Research Period	15

CHAPTER 2 LITERATURE REVIEW

2.1 Marketing	16
2.2 E-commerce.....	17
2.3 Customer Experience	22
2.3.1 Factors That Influence Customer Experience.....	23
2.4 Customer Satisfaction.....	23
2.4.1 Measurement of Customer Satisfaction	26
2.5 Previous Research	28
2.6 Conceptual Framework	43
2.7 Research Hypothesis	44

2.8 Scope of Research	45
-----------------------------	----

CHAPTER 3 RESEARCH METHODS

3.1 Type of Research.....	46
3.2 Data Collection Tools.....	47
3.3 Operational Variables.....	48
3.4 Stages of Research.....	51
3.5 Population and Sample	52
3.6 Data Testing Technique.....	54
3.6.1 Validity Test	54
3.6.2 Reliability Test.....	57
3.7 Data Analysis Technique.....	59
3.7.1 Methods of Successive Internal (MSI)	59
3.7.2 Descriptive Analysis	59
3.7.3 Classic Assumption Test.....	61
a. Normality Test	61
b. Multicollinearity Test	62
c. Heteroscedasticity Test	62
3.7.4 Multiple Linear Regression Analysis	63
3.7.5 Correlation Coefficient Analysis	64
3.7.6 Hypothesis Testing	65
a. Partial Significance Test (Statistical Test t).....	65
b. Simultaneous Significance Test (Statistical f)	66
3.7.7 Coefficients of Determination	67

CHAPTER 4 RESEARCH RESULTS AND DISCUSSION

4.1 Respondent's Identity	69
4.1.1 Characteristic of Respondents Based on Gender	69
4.1.2 Characteristic of Respondents Based on Age	70
4.1.3 Characteristic of Respondents Based on Occupation.....	71
4.1.4 Characteristic of Respondents Based on Domicile	71
4.1.5 Characteristic of Respondents Based on Frequency of Shopee's Monthly User.....	72
4.1.6 Characteristic of Respondents Based on Purchased in Shopee	73

4.1.7 Characteristic of Respondents Based on Frequency of Purchasing in Shopee	73
4.2 Descriptive Analysis	74
4.2.1 Analysis of Customer Experience Variables.....	75
a. Descriptive Analysis of Accessibility (X1)	76
b. Descriptive Analysis of Competence (X2)	78
c. Descriptive Analysis of Customer Recognition (X3)	80
d. Descriptive Analysis of Helpfulness (X4)	82
e. Descriptive Analysis of Personalization (X5).....	85
f. Descriptive Analysis of Problem Solving (X6).....	88
g. Descriptive Analysis of Promise Fulfillment (X7)	90
h. Descriptive Analysis of Value For Time (X8).....	92
4.2.2 Analysis of Customer Satisfaction Variables	94
4.3 Method Successive Interval (MSI)	96
4.4 Dimension Effect of Customer Experience on Customer Satisfaction	97
4.4.1 Classic Assumption Test	97
a. Normality Test	97
b. Multicollinearity Test	98
c. Heteroscedasticity Test	99
4.4.2 Multiple Linear Regression Analysis.....	101
4.4.3 Correlation Coefficient Analysis.....	104
4.4.4 Hypothesis Testing.....	104
a. Partial Significance Test (Statistical Test t)	104
b. Simultaneous Significance Test (Statistical Test f)	105
4.4.5 Coefficient of Determination	106
4.5 Discussion and Research Results.....	108
CHAPTER 5 CONCLUSION AND SUGGESTION	
5.1 Conclusion	114
5.2 Suggestion.....	115
5.2.1 Practical Suggestions	115
5.2.2 Theoretical Suggestions	115
Bibliography.....	116

Appendix	120
-----------------------	------------