

## LIST OF TABLES

table 1.1 The Increasing Numbers Of Dana's Users.....	5
Table 1.2 The Result Of Pre-Survey .....	9
Table 2.1 International Journal .....	20
Table 2.2 National Journal .....	23
Table 2.3 Undergraduate Thesis .....	26
Table 3.1 Types Of Research .....	32
Table 3.2 Operational Variables .....	33
Table 3.3 The Results Of Validity Test .....	39
Table 3.4 Reliability Test Restult Of E-Service Quality.....	40
Table 3.5 Reliability Test Result Of E-Customer Satisfaction .....	41
Table 3.6 Classification Of Percentage Rating Criteria .....	42
Table 3.7 Correlation Research Criteria.....	46
Table 4.1 Descriptive Analysis Of E-Service Quality Recapitulation.....	51
Table 4.2 Analysis Of Interface Design.....	52
Table 4.3 Analysis Of Reliability.....	54
Table 4.4 Analysis Of Responsiveness .....	56
Table 4.5 Analysis Of Trust.....	58
Table 4.6 Analysis Of Personalization.....	59
Table 4.7 Descriptive Analysis Of E-Customer Satisfaction Recapitulation .....	62
Table 4.8 Analysis Of Convenience.....	62
Table 4.9 Analysis Of Merchandising .....	64
Table 4.10 Analysis Of Site Design.....	66
Table 4.11 Analysis Of Security .....	68
Table 4.12 Analysis Of Serviceability .....	69
Table 4.13 Normality Test .....	71
Table 4.14 Multicollinearity Test.....	73
Table 4.15 Heteroscedasticity Test .....	73
Table 4. 16 Simple Linear Regression .....	74
Table 4.18 T-Test.....	75
Table 4.19 Coefficient Of Determination .....	76