

LIST OF CONTENT

APPROVAL SHEET	i
STATEMENT OF PAGE	ii
PREFACE	iv
ABSTRAK	v
ABSTRACT	vi
LIST OF CONTENT	vii
LIST OF TABLE	ix
LIST OF FIGURE	x
CHAPTER I INTRODUCTION	11
1.1 Overview of Research Background.....	11
1.2 Research Background	12
1.3 The Problem Formulation.....	19
1.4 Research Question	20
1.5 Research Objective	20
1.6 Research Benefit.....	21
1.6.1 Theoretical Aspect	21
1.6.2 Practical Aspect	21
1.7 Systematic Writing of Mini-Thesis.....	21
CHAPTER II LITERATURE REVIEW	23
2.1 Literature Review.....	23
2.1.1 Service	23
2.1.2 Quality	23
2.1.3 Service Quality	24
2.1.4 E-Service Quality.....	24
2.1.5 Efficiency	24
2.1.6 Reliability	24
2.1.7 Responsiveness	25
2.1.8 Privacy.....	25
2.1.9 Costumer Loyalty	25
2.1.10 Influence of E-Service Quality Dimensions on Costumer Loyalty	26
2.2 Previous Research	27
2.3 Theoretical Framework	34
2.4 Research Hypothesis	35
CHAPTER III RESEARCH METHOD	37

3.1 Research Characteristic	37
3.2 Operational Variable	38
3.2.1 Measurement Scale	42
3.3 Research Phase	42
3.4 Population and Sample	44
3.4.1 Population	44
3.4.2 Sample	45
3.5 Data Collection	46
3.6 Validity and Reability Test	46
3.6.1 Validity Test	46
3.6.2 Reability Test	48
3.7 Data Analysis and Hypothesis Testing	48
3.7.1 Data Analysis using Descriptive Technique	48
3.7.2 Data Analysis Technique	50
CHAPTER IV RESULTS & DISCUSSION	53
4.1 Respondent Characteristics	53
4.1.1 Respondent Characteristic By Age	53
4.1.2 Respondent Characteristic by Income	54
4.1.3 Respondent Characteristic by Gender	55
4.2 Research Result	55
4.2.1 Descriptive Analysis	55
4.3 SEM-PLS Analysis	62
4.3.1 Assesment of Measurement Model	62
4.3.2 Assesment of the Structural Model	67
4.3.3 Goodness-of-Fit Test	71
4.4 Discussion of Result	71
4.4.1 Discussion for research results	71
4.4.2 Discussion for factor influencing Consumer Loyalty PT Bank Jago	74
CHAPTER V CONCLUSION & SUGGESTION	76
5.1 Conclusion	76
5.2 Suggestion	78
5.2.1 Suggestion for Company	78
5.2.2 Suggestion For Future Research	79
REFERENCE	