

## TABLE OF CONTENT

<b>STATEMENT PAGE .....</b>	<b>iii</b>
<b>PREFACE.....</b>	<b>iv</b>
<b>ABSTRAK.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>TABLE OF CONTENT .....</b>	<b>vii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Overview of the Research Object.....	1
1.1.1 Research Object Logo.....	1
1.1.2 Steam Product and Content.....	2
1.2 Research Background.....	4
1.3 Problem Formulation.....	7
1.3.1 Research Question .....	8
1.4 Research purposes .....	8
1.5 Benefits of the research .....	8
1.6 Systematics of the Mini Thesis .....	9
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>10</b>
2.1 Literature Study .....	10
2.1.1 Technology Acceptance Model .....	10
2.1.2 Information Quality .....	11
2.1.3 User Interface.....	11
2.1.4 Perceived Privacy .....	12

2.1.5 Perceived Security Risk .....	12
2.1.6 Brand Awareness .....	12
2.1.7 Customer Trust .....	13
2.1.8 Customer Loyalty .....	13
2.2 Previous Theory and Research .....	15
2.3 Framework of thinking .....	43
2.3.1 Information Quality influencing the Trust.....	44
2.3.2 User Interface influencing the Trust .....	44
2.3.3 Perceived Privacy influencing the Trust .....	44
2.3.4 Perceived Security Risk influencing the Trust .....	45
2.3.5 Brand Awareness influencing the Trust.....	45
2.3.6 Trust influencing the Loyalty .....	46
<b>CHAPTER III RESEARCH METHODS.....</b>	<b>47</b>
3.1 Types of Research .....	47
3.2 Variable Operation .....	48
3.2.1 Variable Operationalization.....	50
3.2.2 Measurement Scale .....	54
3.3 Research Stages .....	54
3.4 Population and Sample/Social Situation .....	55
3.4.1 Population .....	55
3.4.2 Sample .....	55
3.5 Data Collection and Data Source .....	56
3.5.1 Primary Data .....	56
3.5.2 Secondary Data.....	57
3.6 Validity and Reliability Test .....	57

3.6.1 Validity Test .....	57
3.6.2 Reliability Test.....	60
3.7 Data Analysis Techniques and Hypothesis Testing .....	62
3.7.1 Descriptive Statistics Techniques .....	62
3.7.2 Simple Linear Regression Analysis.....	64
3.7.3 Classical Assumption Test.....	64
3.7.4 Hypothesis testing.....	65
3.7.5 The Coefficient of Determination.....	67
<b>CHAPTER IV RESULT &amp; DISCUSSION.....</b>	<b>68</b>
4.1 Characteristics of Respondents .....	68
4.2 Research Result & Discussion .....	70
4.2.1 Descriptive Statistics Techniques .....	70
4.2.2 Classical Assumption Analysis.....	77
4.2.3 Multiple Regression Analysis.....	82
4.2.4 Hypothesis Testing .....	85
<b>CHAPTER V CONCLUSION AND RECOMMENDATION.....</b>	<b>90</b>
5.1 Conclusions .....	90
5.2 Recommendations .....	91
5.2.1 Recommendations for the company .....	91
5.2.2 Recommendations for the future research .....	92
<b>REFERENCES.....</b>	<b>93</b>
<b>APENDIX .....</b>	<b>97</b>