

DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS ...	Error! Bookmark not defined.
HALAMAN PENGESAHAN.....	Error! Bookmark not defined.
SURAT PERNYATAAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	xi
DAFTAR TABEL	xv
DAFTAR GAMBAR.....	xvii
DAFTAR LAMPIRAN.....	xviii
BAB 1 PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Identifikasi Masalah.....	Error! Bookmark not defined.
1.3 Batasan Masalah	Error! Bookmark not defined.
1.4 Perumusan Masalah	Error! Bookmark not defined.
1.5 Tujuan Penelitian	Error! Bookmark not defined.
1.6 Manfaat Penelitian	Error! Bookmark not defined.
1.6.1 Manfaat Teoritis	Error! Bookmark not defined.
1.6.2 Manfaat Praktis.....	Error! Bookmark not defined.
BAB 2 TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1 Tinjauan Pustaka.....	Error! Bookmark not defined.
2.1.1 Pengertian Manajemen	Error! Bookmark not defined.
2.1.2 Pendekatan-pendekatan Manajemen	Error! Bookmark not defined.
	defined.

2.1.3	Fungsi-Fungsi Manajemen	Error! Bookmark not defined.
2.2	Kajian Teori Manajemen Pemasaran	Error! Bookmark not defined.
2.2.1	Pengertian Manajemen Pemasaran	Error! Bookmark not defined.
2.2.2	Konsep Inti Pemasaran	Error! Bookmark not defined.
2.2.3	Bauran Pemasaran	Error! Bookmark not defined.
2.3	Kajian Teori Kualitas E-Layanan	Error! Bookmark not defined.
2.3.1	Pelayanan Jasa	Error! Bookmark not defined.
2.3.2	Pengertian Kualitas E-Layanan	Error! Bookmark not defined.
2.3.3	Karakteristik Kualitas E-Layanan ..	Error! Bookmark not defined.
2.3.4	Dimensi Kualitas E-Layanan.....	Error! Bookmark not defined.
2.4	Kajian Teori Kepercayaan	Error! Bookmark not defined.
2.4.1	Perilaku Konsumen	Error! Bookmark not defined.
2.4.2	Pengertian Kepercayaan	Error! Bookmark not defined.
2.4.3	Jenis Kepercayaan	Error! Bookmark not defined.
2.4.4	Manfaat Kepercayaan.....	Error! Bookmark not defined.
2.4.5	Dimensi Kepercayaan.....	Error! Bookmark not defined.
2.5	Kajian Teori Minat Beli Ulang	Error! Bookmark not defined.
2.5.1	Minat Pembelian Konsumen	Error! Bookmark not defined.
2.5.2	Pengertian Minat Beli Ulang	Error! Bookmark not defined.
2.5.3	Faktor yang mempengaruhi Minat Beli Ulang	Error! Bookmark not defined.
2.5.4	Dimensi Minat Beli Ulang.....	Error! Bookmark not defined.
2.6	Hasil Penelitian Terdahulu.....	Error! Bookmark not defined.
2.7	Kerangka Pemikiran.....	Error! Bookmark not defined.
2.7.1	Pengaruh Kualitas E-Layanan terhadap Kepercayaan	Error! Bookmark not defined.
2.7.2	Pengaruh Kepercayaan terhadap Minat Beli Ulang.	Error! Bookmark not defined.
2.7.3	Pengaruh Kualitas E-Layanan terhadap Minat Beli Ulang baik secara langsung maupun tidak langsung melalui Kepercayaan Pelanggan sebagai Intrvening.....	Error! Bookmark not defined.
2.8	Hipotesis Penelitian	Error! Bookmark not defined.

BAB 3 METODOLOGI PENELITIAN.....	Error! Bookmark not defined.
3.1 Desain Penelitian	Error! Bookmark not defined.
3.1.1 Pendekatan.....	Error! Bookmark not defined.
3.1.2 Metode Penelitian.....	Error! Bookmark not defined.
3.1.3 Tingkat Eksplanasinya.....	Error! Bookmark not defined.
3.2 Lokasi dan Waktu Penelitian	Error! Bookmark not defined.
3.2.1 Lokasi Penelitian	Error! Bookmark not defined.
3.2.2 Waktu Penelitian	Error! Bookmark not defined.
3.3 Definisi Operasional Variabel.....	Error! Bookmark not defined.
3.3.1 Definisi <i>Konseptual</i> Variabel	Error! Bookmark not defined.
3.3.2 Definisi Operasional Variabel	Error! Bookmark not defined.
3.4 Alat Ukur	Error! Bookmark not defined.
3.4.1 Alat Ukur Kualitas E-Layanan (X).....	Error! Bookmark not defined.
3.4.2 Alat Ukur Kepercayaan (Y).....	Error! Bookmark not defined.
3.4.3 Alat Ukur Minat Beli Ulang (Z).....	Error! Bookmark not defined.
3.4.4 Cara Mengukur.....	Error! Bookmark not defined.
3.5 Populasi, Sampel dan Teknik Sampling	Error! Bookmark not defined.
3.5.1 Populasi Penelitian.....	Error! Bookmark not defined.
3.5.2 Sampel Penelitian.....	Error! Bookmark not defined.
3.5.3 Teknik Sampling	Error! Bookmark not defined.
3.6 Pengumpulan Data Penelitian.....	Error! Bookmark not defined.
3.6.1 Sumber Data Penelitian	Error! Bookmark not defined.
3.6.2 Teknik Pengumpulan Data	Error! Bookmark not defined.
3.6.3 Instrumen Penelitian.....	Error! Bookmark not defined.
3.6.3.1 Uji Validitas.....	Error! Bookmark not defined.
3.6.3.2 Uji Reliabilitas	Error! Bookmark not defined.
3.7 Analisis Data.....	Error! Bookmark not defined.
3.7.1 Rancangan Analisis	Error! Bookmark not defined.
3.7.1.1 Analisis Deskriptif.....	Error! Bookmark not defined.
3.7.1.2 Analisis Rentan Skala	Error! Bookmark not defined.
3.7.1.3 Analisa Verifikatif.....	Error! Bookmark not defined.
3.7.2 Uji Hipotesis.....	Error! Bookmark not defined.

3.7.2.1 Koefisien Determinasi	Error! Bookmark not defined.
3.7.2.3 Uji F (Simultan)	Error! Bookmark not defined.
3.7.2.4 Sobel <i>Test</i>	Error! Bookmark not defined.
BAB 4 HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Hasil Penelitian	Error! Bookmark not defined.
4.1.1 Profil Lokus Penelitian	Error! Bookmark not defined.
4.1.2 Profil Responden	Error! Bookmark not defined.
4.1.3 Hasil Pengujian Keabsahan Data....	Error! Bookmark not defined.
4.1.3.1 Hasil Pengujian Validitas.....	Error! Bookmark not defined.
4.1.3.2 Hasil Pengujian Reliabilitas.....	Error! Bookmark not defined.
4.1.4 Analisis Deskriptif.....	Error! Bookmark not defined.
4.1.4.1 Analisis Deskriptif Variabel Kualitas E-Layanan (X).....	Error! Bookmark not defined.
4.1.4.2 Analisis Deskriptif Variabel Kepercayaan (Y).....	Error! Bookmark not defined.
4.1.4.3 Analisis Deskriptif Variabel Minat Beli Ulang (Z)	Error! Bookmark not defined.
4.1.5 Analisis Verifikatif, Uji Model dan Uji Hipotesis.....	Error! Bookmark not defined.
4.1.5.2 Hasil Uji Normalitas	Error! Bookmark not defined.
4.1.5.3 Analisis Jalur.....	Error! Bookmark not defined.
4.1.5.4 Pengujian Hipotesis	Error! Bookmark not defined.
4.1.5.5 Sobel <i>Test</i>	Error! Bookmark not defined.
4.2.1 Pembahasan Deskriptif.....	Error! Bookmark not defined.
4.2.2 Pembahasan Verifikatif	Error! Bookmark not defined.
BAB 5 KESIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1.1 Data Tren Internet dan Media Sosial di Dunia 2020	1
Tabel 1.2 Data Tren Internet dan Media Sosial di Indonesia 2020.....	2
Tabel 1.3 Pengguna Internet Berdasarkan Usia dan Gender.....	2
Tabel 1.4 Transaksi kategori produk (2019-2020).....	5
Tabel 1.5 Hasil Pra Survei Penelitian.....	7
Tabel 2.1 Definisi Manajemen	16
Tabel 2.2 Definisi Manajemen Pemasaran	19
Tabel 2.3 Definisi Kualitas E-Layanan	24
Tabel 2.4 Definisi Kepercayaan	29
Tabel 2.5 Model AID	32
Tabel 2.6 Definisi Minat Beli Ulang	33
Tabel 2.7 Penelitian Terdahulu	37
Tabel 3.1 Waktu Penelitian	47
Tabel 3.2 Oprasional Variabel Penelitian	51
Tabel 3.3 Hasil Pra Survei Penelitian	53
Tabel 3.4 Perhitungan Sampling.....	54
Tabel 3.5 Skala <i>Likert</i>	59
Tabel 3.6 Oprasional Variabel Penelitian	63
Tabel 4.1 Responden berdasarkan <i>gender</i>	69
Tabel 4.2 Responden berdasarkan usia	69
Tabel 4.3 Responden berdasarkan angkatan	70
Tabel 4.4 Responden berdasarkan status pekerjaan.....	71
Tabel 4.5 Responden berdasarkan Pendapatan Per bulan.....	71
Tabel 4.6 Responden berdasarkan Pengalaman membeli.....	72
Tabel 4.7 Hasil Uji Validitas Data Variabel Kualitas E-Layanan.....	73
Tabel 4.8 Hasil Uji Validitas Data Variabel Kepercayaan.....	74
Tabel 4.9 Hasil Uji Validitas Data Variabel Minat Beli Ulang.....	74
Tabel 4.10 Hasil Uji Relabilitas	75

Tabel 4.11 Rekapitulasi Variabel Kualitas E-Layanan.....	76
Tabel 4.12 Rekapitulasi Kepercayaan.....	82
Tabel 4.13 Rekapitulasi Variabel Minat Beli Ulang.....	87
Tabel 4.14 Hasil Uji Normalitas	93
Tabel 4.15 Variabel Kualitas Pelayanan Elektronik dan Kepercayaan.....	94
Tabel 4.16 Nilai Koefisien Jalur	95
Tabel 4.17 Pengaruh Kepercayaan terhadap Minat Beli Ulang	99
Tabel 4.18 Pengaruh langsung Kualitas E-Layanan terhadap Minat Beli Ulang...	100



DAFTAR GAMBAR

Gambar 1.1 Nominal Transaksi <i>E-Commerce</i> Indonesia (2017-2020).....	3
Gambar 1.2 Top <i>E-Commerce</i> Indonesia.....	4
Gambar 1.3 Kategori Produk Terlaris di Shopee.....	6
Gambar 1.4 <i>Icon</i> layanan Shopee.....	8
Gambar 1.5 Ulasan pengguna Shopee	9
Gambar 1.5 Penilaian Produk	10
Gambar 2.1 Komponen 4P.....	23
Gambar 2.2 Paradigma penelitian.....	42
Gambar 3.1 Desain Penelitian.....	45
Gambar 3.2 <i>Bar Scale</i>	59
Gambar 3.3 Analisis Jalur.....	61
Gambar 3.4 Sub Struktur- 1	62
Gambar 3.5 Sub Struktur - 2	62
Gambar 3.6 Sub Struktur - 3	62
Gambar 4.1 Logo Shopee	69
Gambar 4.2 Grafik Rekapitulasi Variabel Kualitas E-Layanan	81
Gambar 4.3 Grafik Rekapitulasi Variabel Kepercayaan	86
Gambar 4.4 Grafik Rekapitulasi Variabel Minat Beli Ulang	91
Gambar 4.8 Model Path Analysis Hasil Pengujian	97

DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian.....	111
Lampiran 2 Data Ordinal Variabel Kualitas E-Layanan.....	116
Lampiran 3 Data Ordinal Variabel Kepercayaan.....	120
Lampiran 4 Data Ordinal Variabel Minat Beli Ulang.....	124
Lampiran 5 Data Interval Kualitas E-Layanan	128
Lampiran 6 Data Interval Kepercayaan	132
Lampiran 7 Data Interval Minat Beli Ulang	136
Lampiran 8 Uji Validitas Variabel Kualitas E-Layanan.....	140
Lampiran 9 Uji Validitas Variabel Kualitas Kepercayaan.....	143
Lampiran 10 Uji Validitas Variabel Kualitas Minat Beli Ulang	145
Lampiran 11 Uji Reliabilitas Kualitas E-Layanan	148
Lampiran 12 Uji Reliabilitas Kepercayaan	149
Lampiran 13 Uji Reliabilitas Minat Beli Ulang	150
Lampiran 14 Surat Keterangan Lulus Pegecekan Turnitin	151
Lampiran 15 Hasil Pengecekan Turnitin.....	152
Lampiran 16 Kartu Bimbingan	153