

TABLE OF CONTENTS

TITLE	i
STATEMENT OF AUTHENTICITY	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS.....	1
ABSTRACT.....	3
INTISARI.....	4
CHAPTER I	5
INTRODUCTION	5
1.1 BACKGROUND	5
1.2 PROBLEM STATEMENT	7
1.3 RESEARCH OBJECTIVE	8
1.4 CONTRIBUTION OF THE RESEARCH	8
1.5 WRITING STRUCTURE	9
CHAPTER II	11
LITERATURE REVIEW	11
2.1 THEORETICAL FRAMEWORK	11
2.1.1 What is Online Payment?	11
2.1.2 Issues on Online Payment	11
2.1.3 What is Service Fairness?.....	12
2.1.4 Dimensions of Service Fairness	12
2.1.5 Relationship Marketing theories.....	13
2.1.6 Theory of Reasoned Action	16
2.2 HYPOTHESIS	17
2.3 RESEARCH MODEL	17
CHAPTER III	19
RESEARCH METHOD	19
3.1 SAMPLING DESIGN.....	19
3.2 RESEARCH DESIGN	20
3.3 SOURCE OF THE DATA	21
3.4 DATA COLLECTION METHOD	22
3.5 OPERATIONAL DEFINITION VARIABLE	23
3.5.1 Service Fairness	25
3.5.2 Customer Satisfaction	27
3.5.3 Online Payment Securities	28
3.6 DATA VALIDITY & RELIABILITY	29
3.6.1 Cronbach's Alpha.....	29
CHAPTER IV	30
DATA ANALYSIS	30
4.1 RESPONDENT DEMOGRAPHIC	30
4.2 RESPONDENT CHARACTERISTICS	31
4.3 RELIABILITY TEST.....	32
4.4 VALIDITY TEST.....	34
4.5 MULTICOLLINEARITY TEST RESULT	35
4.6 HETEROSCEDASTICITY TEST	36
4.7 T-TEST (HYPOTHESIS TEST)	37
4.8 DISCUSSION	39



4.8.1	<i>Hypothesis 1 (H1) Service Fairness (SF) has a significant positive effect on Customer Satisfaction (CS).....</i>	39
4.8.2	<i>Hypothesis 2 (H2) Online Payment Securities (OPS) has a significant positive effect on Customer Satisfaction (CS).....</i>	40
CHAPTER V		42
CONCLUSION AND RECOMMENDATION		42
5.1	CONCLUSION	42
5.2	MANAGERIAL IMPLICATION	43
5.3	RESEARCH LIMITATION	44
5.4	SUGGESTION FOR FUTURE RESEARCH	45
BIBLIOGRAPHY		46
APPENDIX 1		51
RESEARCH QUESTIONNAIRE		51
APPENDIX 2		55
SUMMARY OF THE RESEARCH QUESTIONNAIRE (IN PERCENTAGE AND GRAPH)		55
APPENDIX 3		61
RELIABILITY TEST		61
APPENDIX 4		64
MULTICOLLINEARITY TEST		64
APPENDIX 5		65
MULTICOLLINEARITY TEST		65
APPENDIX 6		66
HETEROSCEDASTICITY TEST		66
APPENDIX 7		67
T-TEST.....		67