



TABLE OF CONTENTS

REPLACEMENT LETTER OF APPROVAL SHEET.....	ii
STATEMENTS OF WORK ORIGINALITY.....	iii
PREFACE.....	iv
ACKNOWLEDGMENT	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES	xii
LIST OF IMAGES.....	xiv
LIST OF APPENDIX.....	xv
ABSTRACT.....	xvi
ABSTRAK	xvii
CHAPTER I.....	1
1.1 Background	1
1.1.1 Practical Background	1
1.1.2 Theoretical Background	6
1.2 Problem Formulation	15
1.3 Research Question.....	18
1.4 Research Objective	18
1.5 Research Scope	19
1.5.1 Research Model	19
1.5.2 Research Object	19
1.5.3 Research Location.....	20
1.5.4 Research Time	20
CHAPTER II.....	21
2.1 Research Variables Profile	21
2.1.1 Signaling Theory	21
2.1.2 Appeal Theory	23
2.1.3 Warranting Theory	25
2.1.4 Service Content Quality	26
2.1.5 Service Delivery Quality	27
2.1.6 Enjoyment.....	28
2.1.7 Diagnosticity	28
2.1.8 Justifiability	29
2.1.9 Website Appeal.....	29



2.1.10 Product Appeal	30
2.1.11 Trust	31
2.1.12 Purchase Intention	32
2.2 Relationship Between Service Content Quality and Website Appeal	32
2.3 Relationship Between Service Delivery Quality and Website Appeal	34
2.4 Relationship Between Enjoyment and Website Appeal	35
2.5 Relationship Between Perceived Diagnosticity and Product Appeal	36
2.6 Relationship Between Perceived Justifiability and Product Appeal	38
2.7 Relationship Between Website Appeal and Purchase Intention	39
2.8 Relationship Between Product Appeal and Purchase Intention	40
2.9 Relationship Between Trust and Purchase Intention	41
2.10 Relationship Between Trust and The Relationship between Website Appeal toward Purchase Intention	42
2.11 Relationship Between Trust and The Relationship between Product Appeal toward Purchase Intention	44
2.12 Research Model	45
CHAPTER III	47
3.1 Research Strategy	47
3.2 Operational Definitions and Measurements	48
3.2.1 Service Content Quality	48
3.2.2 Service Delivery Quality	48
3.2.3 Enjoyment	49
3.2.4 Diagnosticity	50
3.2.5 Justifiability	51
3.2.6 Website Appeal	51
3.2.7 Product Appeal	52
3.2.8 Trust	53
3.2.9 Purchase Intention	54
3.2.10 Measurement	55
3.3 Sampling Design	55
3.3.1 Sampling Method	55
3.3.2 Population	56
3.3.3 Sample Unit	56
3.3.4 Sample Size	57
3.3.5 Questionnaire Distribution Area	57
3.4 Questionnaire Distribution Scheme	57



3.5 Research Profile	58
3.6 Research Object	60
3.6.1 Shopee	61
3.6.2 Tokopedia	62
3.6.3 Bukalapak	64
3.6.4 Lazada	65
3.6.5 Bibli	67
3.7 Data Collection Method	68
3.7.1 Primary Data	68
3.7.2 Secondary Data	69
3.8 Research Instrument	70
3.9 Instrument Testing	70
3.9.1 Validity Test.....	70
3.9.2 Reliability Test	74
3.10 Data Analysis Method	76
3.10.1 Regression Method	76
3.10.1.1 Multiple Regression Method	76
3.10.1.2 Hierarchical Moderated Regression Method	77
3.10.2 Classic Assumption Test	79
3.10.3 Development of Basic Formulation	80
3.10.4 Goodness of Fit Test	82
3.10.5 Significance Level	83
3.10.6 Hypothesis of Testing Procedure	84
CHAPTER IV	86
4.1 Research Data Quality	86
4.1.1 Classic Assumption Test	86
4.1.1.1 Normality Test	86
4.1.1.2 Multicollinearity Test	87
4.1.2 Descriptive Statistics	90
4.1.3 Correlation Between Variable	92
4.2 Goodness of Fit Model	93
4.2.1 Regression Model 1	94
4.2.1.1 Adjusted R2	94
4.2.1.2 F Test	95
4.2.1.3 T Test.....	96
4.2.2 Regression Model 2	97



4.2.2.1 Adjusted R2	97
4.2.2.2 F Test	98
4.2.2.3 T Test	98
4.2.3 Regression Model 3	99
4.2.3.1 Adjusted R2	99
4.2.3.2 F Test	100
4.2.3.3 T Test	101
4.3 Hypothesis Testing	102
4.3.1 Hypothesis One	102
4.3.2 Hypothesis Two	104
4.3.3 Hypothesis Three	106
4.3.4 Hypothesis Four	108
4.3.5 Hypothesis Five	111
4.3.6 Hypothesis Six	113
4.3.7 Hypothesis Seven	115
4.3.8 Hypothesis Eight	117
4.3.9 Hypothesis Nine	120
4.3.10 Hypothesis Ten	122
4.4 Hypotheses Testing Results Summary	125
CHAPTER V	128
5.1 Conclusions	128
5.2 Managerial Implication	134
5.3 Limitations	139
5.4 Future Research Suggestion	140
REFERENCES	142
APPENDIX	149