

## DAFTAR ISI

|   |             |
|---|-------------|
| <b>ABSTRAK .....</b>  | <b>ii</b>   |
| <b>ABSTRACT .....</b>                                       | <b>iii</b>  |
| <b>KATA PENGANTAR.....</b>                                  | <b>vii</b>  |
| <b>DAFTAR ISI.....</b>                                      | <b>ix</b>   |
| <b>DAFTAR TABEL .....</b>                                   | <b>xii</b>  |
| <b>DAFTAR GAMBAR.....</b>                                   | <b>xiii</b> |
| <b>DAFTAR LAMPIRAN .....</b>                                | <b>xiv</b>  |
| <b>BAB I PENDAHULUAN.....</b>                               | <b>1</b>    |
| 1.1 Latar belakang masalah .....                            | 1           |
| 1.2 Rumusan masalah.....                                    | 13          |
| 1.3 Tujuan penelitian .....                                 | 14          |
| 1.4 Manfaat Penelitian.....                                 | 15          |
| <b>BAB II KAJIAN TEORITIK.....</b>                          | <b>16</b>   |
| 2.1 Deskripsi konseptual .....                              | 16          |
| 2.1.1 <i>E-Satisfaction (X1)</i> .....                      | 16          |
| 2.1.1.1. Indikator e-satisfaction .....                     | 17          |
| 2.1.2 <i>E-Trust (X2)</i> .....                             | 18          |
| 2.1.2.1. Indikator e-trust.....                             | 19          |
| 2.1.3 <i>Electronic Word of Mouth (Y)</i> .....             | 20          |
| 2.1.3.1. Indikator Electronic Word of Mouth .....           | 22          |
| 2.1.4 <i>Repurchase Intention (Z)</i> .....                 | 24          |
| 2.1.4.1. Indikator Repurchase Intention.....                | 25          |
| 2.2 Hasil penelitian yang relevan .....                     | 26          |
| 2.3 Kerangka teoritik .....                                 | 43          |
| 2.3.1 Pengaruh <i>e-satisfaction</i> dan <i>e-wom</i> ..... | 44          |
| 2.3.2 Pengaruh <i>e-trust</i> dan <i>e-wom</i> .....        | 45          |

|  |   |           |
|--|---|-----------|
| 2.3.3  | Pengaruh <i>e-wom</i> dan <i>repurchase intention</i> .....                           | 46        |
| 2.3.4  | Pengaruh <i>e-satisfaction</i> dan <i>repurchase intention</i> .....                  | 47        |
| 2.3.5  | Pengaruh <i>e-trust</i> dan <i>repurchase intention</i> .....                         | 48        |
| 2.3.6  | Pengaruh <i>e-satisfaction</i> , <i>e-wom</i> , dan <i>repurchase intention</i> ..... | 50        |
| 2.3.7  | Pengaruh <i>e-trust</i> , <i>e-wom</i> , dan <i>repurchase intention</i> .....        | 51        |
| 2.4  | Perumusan Hipotesis Penelitian .....  | 52        |
| <b>BAB III METODOLOGI PENELITIAN .....</b>         |   | <b>54</b> |
| 3.1  | Tempat dan Waktu Penelitian .....   | 54        |
| 3.2  | Pendekatan Penelitian.....  | 55        |
| 3.3  | Populasi dan Sampel .....   | 55        |
| 3.2.1  | Populasi.....   | 55        |
| 3.2.2  | Sampel.....   | 56        |
| 3.4  | Skala Pengukuran .....  | 59        |
| 3.5  | Teknik Pengumpulan Data .....   | 60        |
| 3.6  | Operasional Variabel Penelitian .....   | 60        |
| 3.6.1  | Variabel Dependen.....  | 60        |
| 3.6.2  | Variabel Independen .....   | 61        |
| 3.6.3  | Variabel <i>Intervening</i> .....   | 61        |
| 3.7  | Teknik Analisis Data .....  | 65        |
| 3.7.1  | Analisis Deskriptif .....   | 65        |
| 3.7.2  | Uji Validitas dan Reliabilitas .....  | 66        |
| 3.7.3  | Uji Kesesuaian Model ( <i>Confirmatory Factor Analysis</i> ) .....                    | 68        |
| 3.7.4  | Uji Pengaruh Langsung dan Tidak Langsung.....   | 71        |
| 3.8  | Uji Hipotesis.....  | 72        |
| 3.9  | Model SEM .....   | 72        |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b> |   | <b>73</b> |
| 4.1  | Deskripsi Data .....  | 73        |
| 4.1.1  | Karakteristik Responden Berdasarkan Jenis kelamin .....                               | 73        |

|   |   |            |
|---|---|------------|
| 4.1.2                                   | Karakteristik Reponden Berdasarkan Usia .....                 | 74         |
| 4.1.3                                   | Karakteristik Responden Berdasarkan Pekerjaan .....           | 75         |
| 4.1.4                                   | Karakteristik Responden Berdasarkan Pendidikan Terakhir ..... | 76         |
| 4.1.5                                   | Karateristik Responden Berdasarkan Penghasilan .....          | 77         |
| 4.2                                     | Hasil Analisis Data .....                                     | 78         |
| 4.2.1                                   | Analisis Deskriptif .....                                     | 78         |
| 4.2.2                                   | Uji Validitas dan Reliabilitas .....                          | 85         |
| 4.2.3                                   | <i>Confirmatory Factor Analysis</i> .....                     | 88         |
| 4.2.4                                   | <i>Full Model</i> .....                                       | 95         |
| 4.2.5                                   | <i>Fit Model SEM</i> .....                                    | 97         |
| 4.3                                     | Uji Pengaruh Langsung dan Tidak Langsung .....                | 101        |
| 4.4                                     | Hasil Uji Hipotesis .....                                     | 103        |
| <b>BAB V KESIMPULAN DAN SARAN .....</b> |   | <b>112</b> |
| 5.1                                     | Kesimpulan .....  | 112        |
| 5.2                                     | Implikasi Managerial .....                                    | 115        |
| 5.3                                     | Keterbatasan Penelitian .....                                 | 118        |
| 5.4                                     | Saran .....   | 119        |
| 5.4.1                                   | Saran Praktis .....   | 119        |
| 5.4.2                                   | Saran Teoritis .....  | 122        |
| <b>DAFTAR PUSTAKA .....</b>             |   | <b>123</b> |
| <b>LAMPIRAN .....</b>                   |   | <b>131</b> |