

DAFTAR ISI

LEMBAR PENGESAHAN.....	iii
LEMBAR ORISINALITAS.....	iv
LEMBAR PERSETUJUAN PUBLIKASI.....	v
ABSTRAK.....	vi
ABSTRACT.....	vii
KATA PENGANTAR.....	viii
DAFTAR ISI	ix
DAFTAR GAMBAR.....	xii
DAFTAR TABEL.....	xiii
BAB I - PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 “Pertanyaan Penelitian	14
1.3 Tujuan Penelitian	14
1.4 Manfaat Penelitian	15
BAB II – KAJIAN PUSTAKA	16
2.1 Teori Pendukung	16
2.1.1 Repurchase Intention	16
2.1.2 Customer satisfaction	17
2.1.3 E-service Quality	19
2.1.4 Price Fairness.....	23
2.1.5 Perceived Ease of Use	24
2.2 Kerangka Teori dan Pengembangan Hipotesis	25
2.2.1 E-service Quality terhadap Customer satisfaction.....	25
2.2.2 Price Fairness terhadap Customer satisfaction.	27
2.2.3 Perceived Ease of Use terhadap Customer satisfaction.	28
2.2.4 E-service Quality terhadap Repurchase Intention.....	29
2.2.5 Price Fairness terhadap Repurchase Intention.	31
2.2.6 Perceived Ease of Use terhadap Repurchase Intention.....	32
2.2.7 Customer Satisfaction terhadap Repurchase Intention.	34
2.2.8 E-service Quality terhadap Repurchase Intention melalui Customer Satisfactoin.	35
2.2.9 Price Fairness terhadap Repurchase Intention melalui Customer Satisfaction.	37
2.2.10 Perceived Ease of Use terhadap Repurchase Intention melalui Customer Satisfaction.	
39	
2.3 Hipotesis	43
BAB III – METODE PENELITIAN.....	45

3.1 Waktu dan Tempat Penelitian	45
3.2 Desain Penelitian	45
3.3 Populasi dan Sampel	46
3.3.1 Populasi	46
3.3.2 Sampel	46
3.4 Pengembangan Instrumen.....	47
3.4.1 Variabel Penelitian	47
3.4.2 Definisi Operasional.....	48
3.4.1 Skala Pengukuran	51
3.5 Teknik Pengumpulan Data.....	51
3.6 Teknik Analisis Data	52
3.6.1 Analisis Deskriptif.....	52
3.6.2 Uji Validitas dan Reliabilitas Data	52
3.6.3 Uji Pengaruh Langsung dan Tidak Langsung.....	53
3.6.4 Uji Kesesuaian Model	53
3.6.5 Uji Hipotesis.....	56
3.7 Model SEM	57
BAB IV – HASIL DAN PEMBAHASAN	58
4.1 Deskripsi Data.....	58
4.2 Hasil Analisi Data	62
4.2.1 Analisis Deskriptif.....	62
4.2.2 Exploratory Factor Analysis	68
4.2.3 Uji Reliabilitas.....	72
4.2.4 Confirmatory Factor Analysis	73
4.2.5 Full Model SEM.....	78
4.2.6 Uji Pengaruh Lansung dan Tidak Langsung.....	80
4.2.7 Pengujian Hipotesis	81
4.2.8 Pembahasan	82
BAB V – KESIMPULAN DAN SARAN	89
5.1 Kesimpulan	89
5.2 Implikasi.....	93
5.2.1 Implikasi Teoretis Penelitian	93
5.2.2 Implikasi Praktis.....	93
5.3 Keterbatasan Penelitian.....	96
5.4 Rekomendasi bagi Penelitian Selanjutnya	97
DAFTAR PUSTAKA.....	98
LAMPIRAN.....	106
1. Kuesioner	106
2. Uji Reliabilitas (SPSS)	114

E-Service Quality	114
Price Fairness	114
Perceived Ease of Use	115
Customer Satisfaction.....	115
Repurchase Intention.....	116
3. Uji Validitas (SPSS)	116
E-Service Quality	116
Price Fairness	116
Perceived Ease of Use	116
Customer Satisfaction.....	117
Repurchase Intention.....	117
4. Lisrel.....	117

DAFTAR GAMBAR

Gambar 1.1 Delapan Negara dengan Pengguna <i>Smartphone</i> Terbanyak di Dunia (2022).....	2
Gambar 1. 2 Nilai Transaksi Bruto OFD di 6 Negara ASEAN (2022) dalam miliar US\$	3
Gambar 1. 3 OFD yang Paling Banyak Digunakan di Indonesia Maret-Mei 2022.....	5
Gambar 1. 4 Pertimbangan dalam memilih Aplikasi OFD (2022).....	6
Gambar 2. 1 Kerangka Teori.....	44
Gambar 3. 1 Model SEM Diolah dengan LISREL.....	57
Gambar 4. 1 Model <i>First Order Construct</i> Variabel <i>E-service Quality</i>	74
Gambar 4. 2 Model <i>First Order Construct</i> Variabel <i>Price Fairness</i>	75
Gambar 4. 3 Model <i>First Order Construct</i> Variabel <i>Perceived Ease of Use</i>	76
Gambar 4. 4 Model <i>First Order Construct</i> Variabel <i>Customer Satisfaction</i>	77
Gambar 4. 5 Model <i>First Order Construct</i> Variabel <i>Repurchase Intention</i>	78
Gambar 4.6 <i>Full Model SEM</i>	79

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	40
Tabel 3. 1 Operasionalisasi Variabel.....	48
Tabel 3. 2 Pengukuran skala <i>likert</i>	51
Tabel 3. 3 <i>Goodness of Fit Indices</i>	56
Tabel 4.1 Karakteristik responden berdasarkan jenis kelamin	58
Tabel 4.2 Karakteristik responden berdasarkan usia.....	58
Tabel 4.3 Karakteristik responden berdasarkan pendidikan.....	59
Tabel 4.3 Karakteristik responden berdasarkan pendidikan.....	59
Tabel 4.5 Karakteristik responden berdasarkan pemasukan/bulan.....	60
Tabel 4.6 Karakteristik responden berdasarkan pengeluaran/bulan.....	60
Tabel 4.7 Karakteristik responden berdasarkan Rata-rata pengeluaran untuk pemesanan makanan/minuman pada <i>online food delivery</i> setiap bulannya	61
Tabel 4.8 Analisis Deskriptif Variabel E-service <i>Quality</i>	62
Tabel 4.9 Analisis Deskriptif Variabel <i>Price Fairness</i>	63
Tabel 4.10 Analisis Deskriptif Variabel <i>Perceived Ease of Use</i>	65
Tabel 4.11 Analisis Deskriptif Variabel <i>Customer Satisfaction</i>	66
Tabel 4.12 Analisis Deskriptif Variabel <i>Repurchase Intention</i>	67
Tabel 4.13 KMO dan <i>Bartlett's Test</i> Variabel E-service <i>Quality</i>	68
Tabel 4.14 <i>Exploratory Factor Analysis</i> Variabel E-service <i>Quality</i>	68
Tabel 4.15 <i>Exploratory Factor Analysis</i> Variabel E-service <i>Quality</i>	69
Tabel 4.16 KMO dan <i>Bartlett's Test</i> Variabel <i>Price Fairness</i>	69
Tabel 4.17 <i>Exploratory Factor Analysis</i> Variabel <i>Price Fairness</i>	70
Tabel 4.18 KMO dan <i>Bartlett's Test</i> Variabel <i>Perceived Ease of Use</i>	70
Tabel 4.19 <i>Exploratory Factor Analysis</i> Variabel <i>Perceived Ease of Use</i>	70
Tabel 4.20 KMO dan <i>Bartlett's Test</i> Variabel <i>Customer Satisfaction</i>	71
Tabel 4.21 <i>Exploratory Factor Analysis</i> Variabel <i>Customer Satisfaction</i>	71
Tabel 4.22 KMO dan <i>Bartlett's Test</i> Variabel <i>Repurchase Intention</i>	72
Tabel 4.23 <i>Exploratory Factor Analysis</i> Variabel <i>Repurchase Intention</i>	72
Tabel 4.24 Hasil Uji Reliabilitas	73
Tabel 4.25 <i>First Order Construct</i> Variabel E-service <i>Quality</i>	74
Tabel 4.26 <i>First Order Construct</i> Variabel <i>Price Fairness</i>	75
Tabel 4.27 <i>First Order Construct</i> Variabel <i>Perceived Ease of Use</i>	76
Tabel 4.28 <i>First Order Construct</i> Variabel <i>Customer Satisfaction</i>	77
Tabel 4.29 <i>First Order Construct</i> Variabel <i>Repurchase Intention</i>	78
Tabel 4.30 <i>Full Model SEM</i>	79
Tabel 4.31 Uji Pengaruh Langsung dan Tidak Langsung	80
Tabel 4.32 Model Persamaan Struktural	81