THE IMPACT OF WEB DESIGN, SECURITY, E-SERVICE QUALITY, AND INFORMATION QUALITY TO E-LOYALTY THROUGH CUSTOMER SATISFACTION AT TIKET.COM IN SURABAYA

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WIDYA MANDALA CATHOLIC UNIVERSITY

SURABAYA

2020

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UNDERGRADUATE THESIS
Addressed to
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
to fulfill in part the requirement for
BARCHELOR DEGREE IN MANAGEMENT

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APPROVAL PAGE

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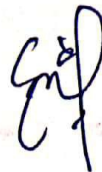3303016013

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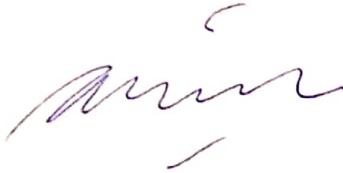
Date : 8 Januari 2020

VALIDATION PAGE

Thesis is written by Sherin Gheovany NRP: 3303016013 has been examined on January 18 2020 and declared to have passed by the Panel of Examinersi.
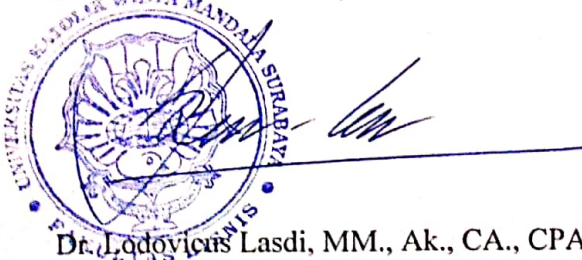
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(Sherin Gheovany)

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FOREWORDS

All praises to God for His blessings and guidance so that the author able to complete this final assignment titled "The Impact of Web Design, Security, E-Service Quality, and Information Quality to E-Loyalty through Customer Satisfaction at Tiket.com in Surabaya". This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya.

During the writing process of final assignment, the author appreciates all the help, supports, guidance, advice and critics from various sources. Thus, the author would like to express gratitude to:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI. as the Dean of Business Faculty at Widya Mandala Catholic University Surabaya.

2. Robertus Sigit Haribowo Lukito, SE., M.Sc. as the Head of Management Department at Widya Mandala Catholic University Surabaya.

3. Dr. Wahyudi Wibowo, ST., MM. as the Coordinator of International Business Management Program, Faculty of Business, Widya Mandala Catholic University Surabaya.

4. Dr. Dra. Ec.Lydia Ari Widyarini, MM. as Advisor I, who have spent time, always guide, effort and counsel to guide author in completing this thesis. and give a lot of knowledge.

5. Erick Teofilus Gunawan, SM., MIB. as Advisor II, who have genuinely spent his time, effort to guide, give advices and constructive critics during this final assignment writing process.

6. Family that always give endless support and prayer since the beginning of this final assignment process.

7. Friends who were working on together, sharing lots of knowledge, information and their time for author, Irwan, Fanny, Vania, Daniel.

8. Friends who always support and help author during the final assignment writing process, also providing information as this final assignment respondents, IBM Batch 2016, and HMJM.

9. Friends from laboratory who help author during the difficulties of this final assignment writing.

10. All administrative staff and student staff in Faculty of Business, Widya Mandala Catholic University Surabaya who have help author during the final assignment process.

Although this final assignment has been completed, the author is aware that this final assignment is not perfectly done and will gladly accept and critics and constructive advices from all parties. Lastly, the author hopes that this final assignment will be able to bring knowledge and be useful for the readers.

Surabaya, December 2019

Researcher,

Author

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ABSTRAK

Penelitian ini merupakan studi kausal untuk mengetahui dampak dari *Web Design*, *Security*, *E-Service Quality*, dan *Information Quality* terhadap *E-Loyalty* melalui *Customer Satisfaction* pada Tiket.com di Surabaya. Populasi sampel yang digunakan dalam penelitian ini adalah orang-orang yang berdomisili di Surabaya dan pernah melakukan transaksi di Tiket.com. Penelitian ini menggunakan metode kuantitatif dan data yang digunakan ialah data primer. Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan cara purposive sampling. Sampel dalam penelitian ini adalah 150 responden yang disebarluaskan melalui kuesioner online, menggunakan survei kuesioner *online* (Google Form) dan dianalisa menggunakan teknik analisa *structural equation modeling* menggunakan aplikasi Lisrel 8.8.

Dari data yang diperoleh, hasil dari studi menunjukkan bahwa (1) *Web Design* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*, (2) *Security* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*, (3) *E-Service Quality* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*, (4) *Information Quality* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*, (5) Customer Satisfaction memiliki pengaruh positif dan signifikan *terhadap E-Loyalty*. Selain itu, penelitian ini juga membahas pengaruh tidak langsung antar variabel dan menunjukkan bahwa *Web Design*, *Security*, *E-Service Quality*, dan *Information Quality* memiliki dampak terhadap *E-Loyalty* melalui *Customer Satisfaction*.

Kata Kunci: *Web Design, Security, E-Service Quality, Information Quality, E-Loyalty, Customer Satisfaction*

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ABSTRACT

This research is a causal study which aims to determine the impact of Web Design, Security, E-Service Quality, and Information Quality to E-Loyalty through Customer Satisfaction at Tiket.com in Surabaya. The study population is all people domicile in Surabaya and have experience in conducting transactions on Tiket.com. This research using quantitative method and the data that used is primary data. The sampling technique used is non-probability sampling by means of purposive sampling. The sample of this study was 150 respondents who were disseminated through an online questionnaire, using the google form shared through social media and the data collected were analyzed with the help of structural equation modeling (SEM) using Lisrel 8.8 application.

Within the data collected, the findings of the study shows that (1) Web Design has positive and significant effect on Customer Satisfaction, (2) Security has positive and significant effect on Customer Satisfaction, (3) E-Service Quality has positive and significant effect on Customer Satisfaction, (4) Information Quality has positive and significant effect on Customer Satisfaction, (5) Customer Satisfaction has positive and significant effect on E-Loyalty. In addition, this research also discussed the indirect effect between variables and shows that Web Design, Security, E-Service Quality, and Information Quality have an impact on E-Loyalty through Customer Satisfaction.

Keywords: Web Design, Security, E-Service Quality, Information Quality, E-Loyalty, Customer Satisfaction