

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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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA

2020

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APPROVAL PAGE

THESIS

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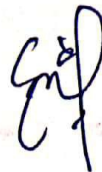


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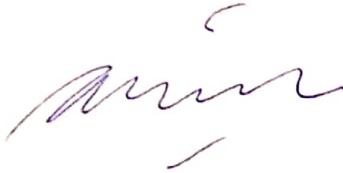
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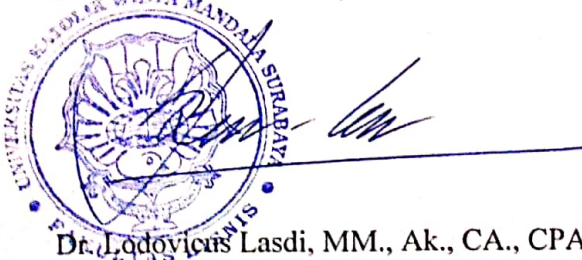


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FOREWORDS

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.

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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*

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

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