

DAFTAR ISI

LEMBAR PENGESAHAN	ii
ABSTRAK	iii
ABSTRAK	iv
PERNYATAAN ORISINALITAS SKRIPSI.....	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	xi
DAFTAR TABEL.....	xiv
DAFTAR GAMBAR.....	xv
DAFTAR LAMPIRAN	xvi
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Identifikasi Masalah.....	7
1.3 Tujuan Penelitian	8
1.4 Kegunaan Penelitian	11
1.4.1 Kegunaan Teoritis (Pengembangan Ilmu)	11
1.4.2 Kegunaan Praktis (Penerapan Ilmu).....	11
1.5 Lokasi dan Jadwal Penelitian	12
1.5.1 Lokasi Penelitian.....	12
1.5.2 Jadwal Penelitian.....	12
BAB II TINJAUAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS 13	
2.1 Tinjauan Pustaka	13
2.1.1 <i>Interface design</i> (Desain Antarmuka)	14
2.1.2 <i>Recommendation algorithm</i> (Algoritma Rekomendasi)	16
2.1.3 <i>Security System</i> (Sistem Keamanan).....	18
2.1.4 <i>Social Interaction Affordances</i> (Peluang Interaksi Sosial)	20
2.1.5 <i>Perceived usefulness</i> (Kegunaan Yang di Rasakan)	23
2.1.6 <i>Perceived Arousal</i>	Error! Bookmark not defined.
2.1.7 <i>Social presence</i> (Kehadiran Sosial)	26
2.1.8 <i>Repurchase Intention</i> (Niat Pembelian Kembali)	28
2.1.9 Penelitian Terdahulu	30
2.2 Kerangka Pemikiran.....	46
2.3 Hipotesis Penelitian	65

BAB III OBJEK DAN METODELOGI PENELITIAN.....	68
3.1 Objek Penelitian.....	68
3.2 Metode Penelitian	68
3.2.1 Operasionalisasi Variabel	69
3.2.2 Teknik Pengumpulan Data.....	72
3.3 Model Penelitian	75
3.4 Teknik Analisis Data.....	76
3.4.1 Analisis Data <i>Structural Equation Modelling</i> (SEM)	76
3.4.2 Pengembangan Model Berbasis Teori	76
3.5 Pengembangan Path Diagram	79
3.5.1 Pengembangan Path Diagram	80
3.5.2 Memilih Matriks Input dan Persamaan Model.....	82
3.5.3 Kemungkinan Munculnya Identifikasi Masalah	82
3.5.4 Evaluasi Asumsi SEM	83
3.5.5 Evaluasi Kinerja <i>Godness-of-fit</i>	84
3.5.6 Uji Validitas dan Realibilitas	86
3.5.7 Uji Validitas dan Realibilitas	Error! Bookmark not defined.
3.5.8 Interpretasi dan Modifikasi Model.....	88
3.5.9 Pengujian Hipotesis Mediasi.....	89
BAB IV HASIL DAN PEMBAHASAN.....	90
4.1 Hasil Penelitian	90
4.1.1 Karakteristik Responden	90
4.1.2 Analisis Structural Equation Modelling (SEM).....	97
4.1.3 Evaluasi atas Asumsi-Asumsi SEM.....	101
4.2 Pembahasan.....	121
4.2.1 Pengaruh <i>Inteface design</i> terhadap <i>Perceived usefulness</i>	121
4.2.2 Pengaruh <i>Inteface design</i> terhadap <i>Perceived Arousal</i>	123
4.2.3 Pengaruh <i>Inteface design</i> terhadap <i>Social presence</i>	125
4.2.4 Pengaruh <i>Recommendation algorithm</i> terhadap <i>Perceived usefulness</i>	127
4.2.5 Pengaruh <i>Recommendation algorithm</i> terhadap <i>Perceived Arousal</i>	129
4.2.6 Pengaruh <i>Recommendation algorithm</i> terhadap <i>Social presence</i>	131
4.2.7 Pengaruh <i>Security System</i> terhadap <i>Perceived usefulness</i>	134
4.2.8 Pengaruh <i>Security System</i> terhadap <i>Perceived Arousal</i>	136
4.2.9 Pengaruh <i>Security System</i> terhadap <i>Social presence</i>	138

4.2.10 Pengaruh <i>Social Interaction Affordances</i> terhadap <i>Perceived usefulness</i>	140
4.2.11 Pengaruh <i>Social Interaction Affordances</i> terhadap <i>Perceived Arousal</i>	142
4.2.12 Pengaruh <i>Social Interaction Affordances</i> terhadap <i>Social presence</i>	144
4.2.13 Pengaruh <i>Perceived usefulness</i> terhadap <i>Repurchase Intention</i>	146
4.2.14 Pengaruh <i>Perceived Arousal</i> terhadap <i>Repurchase Intention</i>	148
4.2.15 Pengaruh <i>Social Presence</i> terhadap <i>Repurchase Intention</i>	150
4.2.16 <i>Perceived usefulness</i> memediasi <i>Interface design</i> terhadap <i>Repurchase intention</i>	153
4.2.17 <i>Perceived Arousal</i> memediasi pengaruh <i>Interface design</i> terhadap <i>Repurchase intention</i>	155
4.2.18 <i>Social presence</i> memediasi pengaruh <i>Interface design</i> terhadap <i>Repurchase intention</i>	157
4.2.19 <i>Perceived usefulness</i> memediasi pengaruh <i>Recommendation algorithm</i> terhadap <i>Repurchase intention</i>	159
4.2.20 <i>Perceived Arousal</i> memediasi pengaruh <i>Recommendation algorithm</i> terhadap <i>Repurchase intention</i>	161
4.2.21 <i>Social presence</i> memediasi pengaruh <i>Recommendation algorithm</i> terhadap <i>Repurchase intention</i>	163
4.2.22 <i>Perceived usefulness</i> memediasi pengaruh <i>Security System</i> terhadap <i>Repurchase intention</i>	165
4.2.23 <i>Perceived Arousal</i> memediasi pengaruh <i>Security System</i> terhadap <i>Repurchase intention</i>	168
4.2.24 <i>Social presence</i> memediasi pengaruh <i>Security System</i> terhadap <i>Repurchase intention</i>	171
4.2.25 <i>Perceived usefulness</i> memediasi Pengaruh <i>Social Interaction Affordances</i> terhadap <i>Repurchase intention</i>	174
4.2.26 <i>Perceived Arousal</i> memediasi pengaruh <i>Social Interaction Affordances</i> terhadap <i>Repurchase intention</i>	177
4.2.27 <i>Social presence</i> memediasi pengaruh <i>Social Interaction Affordances</i> terhadap <i>Repurchase intention</i>	180
BAB V SIMPULAN DAN SARAN	184
5.1 Simpulan	184
5.2 Saran	193
DAFTAR PUSTAKA.....	196
LAMPIRAN.....	206
BIODATA PENULIS.....	233

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	30
Tabel 3. 1 Operasionalisasi Variabel	70
Tabel 3. 2 Variabel dan Konstruk Penelitian	77
Tabel 3. 3 Persamaan Struktural	80
Tabel 3. 4 Model Penelitian	81
Tabel 3. 5 Indeks Pengujian Kelayakan Model	86

DAFTAR GAMBAR

Gambar 2. 1 Conceptual Framework	46
Gambar 3. 1 Model Penelitian Gambar	76
Gambar 3. 2 Path Diagram.....	80

DAFTAR LAMPIRAN

Lampiran 1 Jadwal Penelitian	206
Lampiran 2 Kuisisioner Penelitian	207
Lampiran 3 <i>Confirmatory Factor Analysis</i> Variabel Eksogen	212
Lampiran 4 <i>Confirmatory Factor Analysis</i> Variabel Endogen	212
Lampiran 5 Data Penelitian	213
Lampiran 6 <i>Path</i> Diagram	224
Lampiran 7 Normalitas Data.....	224
Lampiran 8 <i>Outlier</i> Univariate.....	224
Lampiran 9 <i>Outlier</i> Multivariate.....	224
Lampiran 10 Uji Multikolinearitas dan Singulaliritas.....	228
Lampiran 11 Identifikasi Struktural	228
Lampiran 12 Evaluasi <i>Goodness of fit</i>	228
Lampiran 13 Uji Validitas	230
Lampiran 14 Uji Realibilitas.....	231
Lampiran 15 Uji Hipotesis Langsung	231
Lampiran 16 Uji Hipotesis Tidak Langsung.....	231