

**ROLE OF E-SERVICE QUALITY AND PRICE PERCEPTION ON
REPURCHASE INTENTION THROUGH E-SATISFACTION OF
SHOPEE USER**

THESIS PROPOSAL



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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
MERCU BUANA UNIVERSITY
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THESIS ENDORSEMENT SHEET

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STATEMENT OF AUTHENTICITY

I solemnly declare that all statements in this study:

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Is the result of my own research and work assisted by the guidance of my supervisor, if I quote from the work of others, then I include the source in accordance with applicable regulations. This research has never been submitted to obtain a bachelor's degree at another university. All information presented is clearly sourced and can be checked for clarity.

Tangerang, 23 July, 2023

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PREFACE

Praise and gratitude to God Almighty for His blessings and grace who has bestowed all His wisdom and blessings so that the researcher can prepare a thesis proposal entitled "Role of E-Service Quality and Price Perception on Repurchase Intention Through E-Satisfaction of Shopee Users" This thesis proposal was prepared in order to fulfill one of the requirements to obtain a Bachelor of Management degree. I would like to thank my Advisor, Mr. Dudi Permana, Ph. D as Thesis Advisory Lecturer who has provided advice, time, guidance, and enthusiasm in the process of preparing this thesis proposal. May God give you health.

During the preparation of this thesis, the researcher realized that found many supports and obstacles. However, thanks to the guidance and direction as well as suggestions from various parties and supervisors, the researcher was able to complete this thesis proposal. For that with all humility, on this occasion allow the researcher to thank the honorable:

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6. My closest friends who always give ideas, motivation, support, and joy for the writer so this thesis can finish.
7. For myself who struggled to finish this thesis



Tangerang, July 23, 2023

A handwritten signature in black ink, appearing to read 'Friska Prajna Paramita'.

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TABLE OF CONTENTS

TITLE PAGE	i
THESIS ENDORSEMENT SHEET	ii
STATEMENT OF AUTHENTICITYT.....	iii
ABSTRACT	iv
PREFACE.....	v
TABLE OF CONTENTS.....	vii
LIST OF TABLE	x
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	1
A. Introduction.....	1
B. Formulation of The Problem.....	7
C. Research Purposes	8
D. Research Contribution	8
CHAPTER II THEORY, THOUGHT FRAMEWORK, AND HYPOTHESIS... 10	
A. Literature Review.....	10
1. Theory Consumer Behaviour.....	10
2. E-Service Quality Understanding E-Service Quality.....	11
3. Price Perception	13
4. E-Satisfaction.....	14
5. Repurchase Intention.....	16
6. Previous Research.....	17
B. Hypothesis Development	30
1. Effect of E-Service Quality on E-Satisfaction	30
2. Effect of Price Perception on E-Satisfaction.....	31
3. Effect of E-Satisfaction on Repurchase Intention.....	32
4. Effect of E-Service Quality on Repurchase Intention.....	32

5.	Effect of Price Perception on Repurchase Intention	33
6.	E-Satisfaction mediates the relationship between E-Service Quality and Repurchase Intention	34
7.	E-Satisfaction mediates the relationship between Price Perception and Repurchase Intention	35
C.	Framework	37
CHAPTER III RESEARCH METHODS.....		39
A.	Research Time and Place	39
B.	Research Design.....	39
C.	Definition and Operationalization of Variables	40
D.	Variable Measurement Scale	42
E.	Population and Sample.....	43
1.	Population	43
2.	Sample.....	43
F.	Data Collection Method.....	44
G.	Data Analysis Method.....	45
CHAPTER IV RESULT AND DISSCUSION.....		51
A.	General Description of Research Objects and Subjects.....	51
1.	Object Research	51
2.	Subject Research.....	52
B.	Descriptive Analysis	52
1.	Descriptive of Respondents	52
2.	Descriptive Variable	55
C.	Result of Partial Least Square (PLS) Data Analysis.....	60
1.	Evaluation of the Measurement Model (Outer Model).....	60
2.	Structural equation model (Inner Model)	66
D.	Discussion of Research Results	70
1.	Effect of E-Service Quality on E-Satisfaction (H1)	71
2.	Effect of Price Perception on E-Satisfaction (H2)	71

3. Effect of E-Satisfaction on Repurchase Intention.....	72
4. Effect of E-Service Quality on Repurchase Intention.....	73
5. Effect of Price Perception on Repurchase Intention.....	73
6. E-Satisfaction mediates the relationship between E-Service Quality and Repurchase Intention	74
7. E-Satisfaction mediates the relationship between Price Perception and Repurchase Intention	75
CHAPTER V CONCLUSIONS AND SUGGESTION.....	76
A. Conclusions.....	76
B. Suggestion.....	77
BIBLIOGRAPHY	80
ATTACMENT.....	87



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LIST OF TABLE

Table 1. 1 Capital Previous Survey	6
Table 2. 1 Previous Research.....	18
Table 3. 1 Variable Operationalization.....	41
Table 3. 2 Five Alternative Answers of Respondents	43
Table 4. 1 Respondent's Gender.....	53
Table 4. 2 Respondent's Age.....	54
Table 4. 3 Respondent's Occupation	55
Table 4. 4 Description of Respondent's Answer	56
Table 4. 5 Description of Respondent's Answer	57
Table 4. 6 Description of Respondent's Answer	58
Table 4. 7 Description of Respondent's Answer	59
Table 4. 8 Convergent Validity Test Result	61
Table 4. 9 Convergent Validity Test Result	63
Table 4. 10 Discriminant Validity Test Result (Fornell Larcker).....	64
Table 4. 11 Construct Reliability and Validity.....	65
Table 4. 12 R Square Value.....	66
Table 4. 13 F Square Value	67
Table 4. 14 Q Square Value.....	67
Table 4. 15 Test the Direct Relationship Hypothesis	68
Table 4. 16 Mediation Relationship Hypothesis Test.....	70

LIST OF FIGURES

Figure 1.1 The top 4 largest e-commerce platforms in Indonesia, based on rumahmedia. Source: The Map of E-commerce, iPrice Group, 2022..2	
Figure 2. 1 Research Framework.....	37
Figure 4. 1 PLS Algorithm Results.....	62
Figure 4. 2 PLS Algorithm Modification Result	62
Figure 4. 3 Bootstrapping Test Result	69

