



**EXAMINING LOGISTICS AND E-SECURITY TO
ENHANCE CUSTOMER SATISFACTION, TRUST, AND
LOYALTY: A STUDY IN THE GREATER JAKARTA E-
COMMERCE PLATFORM SECTOR**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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By:

FAHMI FADILLAH

015202100091

FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

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ABSTRACT

Purpose - E-commerce plays a big role in Indonesia's digital economy. However, the problem is that the level of loyalty of e-commerce users is not commensurate with the growth of e-commerce users, so total revenue from 2021 to 2023 will experience a decline. Therefore, this research aims to identify loyalty, influenced by logistics and e-security, which is mediated by customer satisfaction and trust in e-commerce users in Greater Jakarta.

Design/Method - This study applied quantitative research methods by developing a research instrument and then collecting data using a purposive sampling technique. A total of 260 data were collected from people in Greater Jakarta. The data collected in this study were analyzed using Partial Least Squares Structural Equation Model (PLS-SEM).

Findings - All hypotheses in this study are accepted and have a significant effect. Logistics affects customer satisfaction, e-security affects customer satisfaction and trust, customer satisfaction affects loyalty, and trust affects loyalty. So, discovered in this study is that logistics and e-security can affect loyalty with the mediation of customer satisfaction and trust variables.

Keywords – E-commerce, Logistics, E-security, Customer Satisfaction, Trust, Loyalty, Greater Jakarta.

TABLE OF CONTENT

PANEL OF EXAMINER APPROVAL	ii
STATEMENT OF ORIGINALITY	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iv
ADVISOR'S APPROVAL FOR PUBLICATION	v
PLAGIARISM REPORT	vi
AI DETECTOR REPORT	vii
CONSENT FOR INTELLECTUAL PROPERTY RIGHT	viii
ABSTRACT	x
ACKNOWLEDGEMENT	xi
TABLE OF CONTENT	xii
LIST OF TABLES	xv
LIST OF FIGURES	xvi
CHAPTER I.....	17
INTRODUCTION.....	17
1.1 Background of The Problem	17
1.2 Problem Statement	18
1.3 Research Questions	21
1.4 Research Objectives	21
1.5 Outline of The Research.....	22
CHAPTER II	23
LITERATURE REVIEW.....	23
2.1 Review of Literature	23
2.1.1 Loyalty	23
2.1.2 Customer Satisfaction	24
2.1.3 Trust	25
2.1.4 Logistics	26
2.1.5 E-Security.....	27
2.2 Hypotheses Development.....	28
2.2.1 Logistics and Customer Satisfaction	28
2.2.2 E-security and Customer Satisfaction	28
	xii

2.2.3 E-Security and Trust	28
2.2.4 Customer Satisfaction and Loyalty	29
2.2.5 Trust and Loyalty	29
2.3 Theoretical Framework	30
2.4 Research Gap	30
CHAPTER III.....	31
RESEARCH METHOD	31
3.1 Research Design.....	31
3.2 Sampling Design	31
3.3 Research Instrument and Operational Definitions	32
3.4 Data Collection Design	32
3.5 Data Analysis	33
3.5.1 Respondent's Profile	33
3.5.2 Descriptive Analysis	33
3.5.3 Inferential Analysis	34
CHAPTER IV.....	37
ANALYSIS AND DISCUSSION	37
4.1 Respondent's Profile	37
4.2 Descriptive Analysis	37
4.2.1 Loyalty	37
4.2.2 Customer Satisfaction	38
4.2.3 Trust	38
4.2.4 Logistics	39
4.2.5 E-Security.....	39
4.3 Inferential Analysis	39
4.3.1 Validity Test.....	39
4.3.2 Reliability Test.....	40
4.3.3 Goodness of Fit (GOF).....	40
4.3.4 Hypothesis Testing.....	40
4.3.5 R-Square.....	41
4.4 Discussion.....	41
CHAPTER V	44
CONCLUSION AND RECOMMENDATION	44

5.1 Conclusion.....	44
5.2 Implication	44
5.2.1 Theoretical Implications.....	44
5.2.2 Managerial Implications.....	45
5.3 Limitations and Future Directions	45
REFERENCES.....	46
LIST OF TABLES	56
LIST OF FIGURES	66
APPENDIX	71

LIST OF TABLES

Table 2.1 Research Gap	56
Table 3.1 Research Instrument and Operational Definition of Variables.....	56
Table 3.2 Likert Scale Interval Categories.....	61
Table 4.1 Respondent's Profile	61
Table 4.2 Loyalty Descriptive Analysis.....	62
Table 4.3 Customer Satisfaction Descriptive Analysis.....	62
Table 4.4 Trust Descriptive Analysis.....	62
Table 4.5 Logistics Descriptive Analysis.....	63
Table 4.6 E-Security Descriptive Analysis	63
Table 4.7 AVE Value.....	63
Table 4.8 HTMT Value.....	63
Table 4.9 Cronbach Alpha and Composite Reliability Value.....	64
Table 4.10 GOF Test.....	64
Table 4.11 Hypothesis Testing.....	64
Table 4.12 R-Square Value	65

LIST OF FIGURES

Figure 1.1 Projected GMV of Indonesia's Digital Economy and E-commerce ...	66
Figure 1.2 E-commerce with the Most Visited Sites Throughout 2023	66
Figure 1.3 Worldwide E-Commerce Revenue (Statista.com).....	67
Figure 1.4 ASEAN E-Commerce Revenue (Statista.com)	67
Figure 1.5 Indonesia E-Commerce Revenue (Statista.com)	67
Figure 1.6 Bukalapak Gross Profit 2021 – 2023.....	68
Figure 1.7 Tokopedia Gross Profit 2021 – 2023.....	68
Figure 1.8 Number of E-commerce Users in The World (Statista.com)	69
Figure 1.9 Number of E-commerce Users in ASEAN (Statista.com).....	69
Figure 1.10 Number of E-commerce Users in Indonesia (Statista.com)	69