

ABSTRACT

E-wallet is another form of money that is stored electronically in a system that is connected to the internet. E-wallet have replaced many ways of payment with debit and credit cards. The use of e-wallet is based on trust which is expected to provide a sense of satisfaction and also the emergence of a sense of love, so that users can do word of mouth about e-wallet to others. This study aims to determine the effect of trust in brand love, trust in satisfaction supported by experience, and how satisfaction and brand love supported by experience can bring up word of mouth. This study uses a quantitative approach using questionnaires and PLS methods using SmartPLS2. Respondents from this study were 226 people who owned and used e-wallet applications, collected using purposive sampling. The results of this study indicate that there is an influence of trust in brand love, trust in satisfaction, brand love in word of mouth, satisfaction in word of mouth, trust in word of mouth. However, there is a hypothesis that has no effect, namely when experience moderates the relationship of trust towards satisfaction, and experience that moderates the relationship of brand love with word of mouth.

Keywords : e-wallet, trust, brand love, satisfaction, word of mouth, experience

DAFTAR ISI

HALAMAN JUDUL.....	i
HALAMAN PENGESAHAN.....	iii
PERTANYAAN ORISINILITAS SKRIPSI.....	iv
KATA PENGANTAR	vi
ABSTRAK	viii
ABSTRACT.....	ix
DAFTAR ISI.....	x
DAFTAR GAMBAR	xiii
DAFTAR TABEL.....	xiv
DAFTAR LAMPIRAN.....	xv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Kesenjangan Penelitian	5
1.3 Tujuan Penelitian.....	5
1.4 Ringkasan Metode Penelitian.....	6
1.5 Kontribusi Riset.....	6
1.6 Sistematika Penulisan.....	6
BAB II TINJAUAN PUSTAKA.....	8
2.1 Landasan Teori	8
2.1.1 <i>Customer Behaviour</i>	8
2.1.2 Alat Pembayaran	8
2.1.3 <i>Electronic Wallet</i>	9
2.1.4 <i>Trust</i>	11
2.1.5 <i>Brand Love</i>	11
2.1.6 <i>Satisfaction</i>	13
2.1.7 <i>Word of Mouth</i>	14
2.1.8 <i>Experience</i>	17
2.2 Penelitian Sebelumnya	18
2.2.1 Heikki Karjaluoto, Juha Munnuka, Katrine Kiuru (2016)	18
2.2.2 Ilias O. Pappas dan Adamantia G. Pateli (2014).....	19
2.2.3 Methaq Ahmed Sallam (2016)	20
2.3 Hubungan Antar Variabel	20
2.3.1 Hubungan <i>Trust</i> terhadap <i>Brand Love</i>	20
2.3.2 Hubungan <i>Trust</i> terhadap <i>Satisfaction</i>	21

2.3.3 Hubungan <i>Brand Love</i> terhadap <i>Word of Mouth</i>	22
2.3.4 Hubungan <i>Satisfaction</i> terhadap <i>Word of Mouth</i>	23
2.3.5 Hubungan <i>Trust</i> terhadap <i>Word of Mouth</i>	24
2.3.6 Moderasi <i>Experience</i> antara <i>Trust</i> dan <i>Satisfaction</i>	25
2.3.7 Moderasi <i>Experience</i> antara <i>Brand Love</i> dan <i>Word of Mouth</i>	25
2.4 Model Analisis	26
BAB III METODE PENELITIAN	28
3.1 Pendekatan Penelitian	28
3.2 Jenis dan Sumber Data	28
3.3 Populasi dan Sampel Penelitian	28
3.3.1 Populasi	28
3.3.2 Sampel.....	28
3.4 Definisi Operasional.....	29
3.7 Teknik Analisis	31
3.7.1 Partial Least Square.....	31
3.7.2 Perancangan <i>Outer Model</i>	31
3.7.3 Perancangan <i>Inner Model</i>	32
3.7.4 Uji Hipotesis.....	32
3.7.5 Uji Statistik.....	33
3.7.6 Uji Jalur	33
3.7.7 Uji Validitas dan Reliabilitas	33
BAB IV HASIL DAN PEMBAHASAN	34
4.1 Gambaran Umum Objek Penelitian	34
4.2 Deskripsi Hasil Penelitian	34
4.2.1 Deskripsi Karakteristik Responden.....	34
4.2.2 Deskripsi Jawaban Responden	36
4.3 Pengujian Hipotesis.....	38
4.3.1 Pengujian <i>Outer Model</i>	38
4.3.2 Pengujian <i>Inner Model</i>	41
4.4 Pembahasan	44
4.4.1 Pengaruh <i>Trust</i> terhadap <i>Brand Love</i>	44
4.4.2 Pengaruh <i>Trust</i> terhadap <i>Satisfaction</i>	45