## Contents

		Page
Abstract		(1)
Acknowled	(3)	
Contents		(5)
List of Tabl	es	(7)
List of Figur	res	(9)
Chapter 1	Introduction	1
	Background and Significance of Research Problem	1
	Research Objectives	3
	Research Hypothesis	3
	Scope of the Study	4
	Conceptual Framework	5
	Definition of Terms	6
	Expected Benefits	7
Chapter 2	Literature Review	8
	Service Quality	8
	Definition of Service Quality	10
	Important of Service Quality	11
	Service Quality Gap Model	12
	E-commerce Service Quality Model	16
	Customer loyalty	19
	Social E-commerce	20
	Related Research	21
Chapter 3	Research Methodology	25
	Research Design	25
	Population and Sample Size	28
	Research Instruments	29
	Data Collection	31
	Data Analysis	31

## Contents (continued)

				Р	age
Chapter 4	Research Resu	lt			37
	General information of the respondents				37
	Opinion on service quality and customer loyalty				41
	Correlation Analysis				47
	Multiple Regression analysis			49	
	Hypothesis t	est results			51
Chapter 5	Conclusion, Di	scussions & Rec	commendations		53
	Conclusion				53
	Discussions				58
	Recommend	ations			61
References					65
Appendix				,	71
	Appendix A	Questionnaire	te la la la la les		73
	Appendix B	The Result of (	(IOC0 Testing		79
	Appendix C	Letter Expert	Invitation		83
Biography					89

## List of Tables

Tables		page
3.1	Exogenous variables and questions	27
3.2	Endogenous variables and questions	28
3.3	The Result of Item Objective Congruence (IOC) and	35
	reliability Testing	
4.1	Descriptive statistics of customer information of valid samples	37
4.2	Opinion on overview research variables	41
4.3	Opinion on Reliability	43
4.4	Opinion on Responsiveness	44
4.5	Opinion on Assurance	44
4.6	Opinion on Reputation	45
4.7	Opinion on Information Quality	46
4.8	Opinion on Customer Loyalty	46
4.9	Matrix of correlation coefficients for each variable	48
4.10	Results of multiple regression analysis	49
4.11	R <sup>2</sup> Table	51
4.12	Synthesis of findings on the validation of research hypotheses	52

## List of Figures

Figures		Page
1.1	Conceptual framework	5