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**The effects of online retail web characteristics and the initial implications on online satisfaction with impacts on online loyalty: A study of university students in Jakarta**

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**Abstract**

**Objective:** The research seeks to investigate the effects of online retail web characteristics on customer online satisfaction. Moreover, this research seeks to identify the direct effect of customer online satisfaction to customer online loyalty in Indonesia online industry.

**Method:** The questionnaires retrieved from distribution of the questionnaires were 150 valid questionnaires. These respondents were university students in Jakarta who have a prior experience in online purchase. The data gathered was analyzed using multiple and linear regression along with the Baron and Kenny procedure with the help of SPSS 17.0 as the statistical tools.

**Results:** Resulting in 150 useable data, the paper results that online retail web characteristics are simultaneously influence customer online satisfaction. Moreover, the online satisfactions have a postive relationship with customer online loyalty, on the other side; online satisfaction fully mediates between information, customization, communication, web appearance, entertainment and online loyalty. While online satisfaction partially mediated between convenience and online loyalty

**Conclusions:** This research give useful insights for online retailers on which attributes should the online retailers pay attention for and used the attributes to increase customer online satisfaction and ultimately build a strong customer online loyalty.

**Keywords:** Online retail web characteristics, Customer online satisfaction, Customer online loyalty, E-commerce.