

## TABLE OF CONTENTS

<b>COVER PAGE.....</b>	<b>ii</b>
<b>APPROVAL PAGE.....</b>	<b>iii</b>
<b>DECLARATION OF ORIGINALITY .....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vi</b>
<b>LIST OF FIGURES.....</b>	<b>viii</b>
<b>LIST OF TABLES.....</b>	<b>ix</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Overview of Research Object.....	1
1.2 Research Background.....	2
1.3 Problem Formulation.....	5
1.4 Research Questions.....	6
1.5 Research Objectives.....	6
1.6 Research Scope.....	6
1.5.1 Location and Object of Study.....	6
1.5.2 Time and Period.....	6
1.7 Significance of the Study.....	6
1.6.1 Theoretical Aspect.....	6
1.6.2 Practical Aspect.....	6
1.8 Systematic Writing.....	7
<b>CHAPTER II LITERATURE REVIEW.....</b>	<b>8</b>
2.1 Literature Review of Research.....	8
2.1.1 Consumer Behavior.....	8
2.1.2 Factors Influencing Consumer Behavior.....	10
2.1.3 Factors Influencing the use of Video Application.....	11
2.1.4 Previous Research.....	12
2.2 Research Framework.....	19
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>	<b>20</b>
3.1 Research Characteristics.....	20
3.2 Operational Variable and Scale Measurement.....	21
3.2.1 Variable Operation.....	21

3.2.2 Measurement Scale.....	23
3.3 Research Stage.....	24
3.4 Population and Sample.....	26
3.4.1 Population.....	26
3.4.2 Sample.....	26
3.5 Data Collection.....	27
3.5.1 Data Collection Technique.....	27
3.6 Validity and Reliability Test.....	28
3.6.1 Validity Test.....	28
3.6.2 Reliability Test.....	30
3.7 Analysis Technique.....	30
3.7.1 Factor Analysis.....	30
3.7.2 Principal Component Analysis.....	32
<b>CHAPTER IV RESULT DISCUSSION.....</b>	<b>34</b>
4.1 Respondent Characteristics.....	34
4.1.1 Screening Question.....	34
4.1.2 Respondent's Characteristics by Gender.....	35
4.1.3 Respondent's Characteristics by Age.....	36
4.1.4 Respondent's by Domicile Region.....	37
4.1.5 Respondent's by Educational Background.....	37
4.1.6 Respondent's by Occupation.....	37
4.2 Factor Analysis Result.....	38
4.2.1 Correlation Matrix Calculation.....	38
4.2.2 Determination Number of Factors.....	40
4.2.3 Factor Rotation.....	44
4.2.4 Factor Interpretation.....	45
4.3 Result Discussion.....	47
<b>CHAPTER V CONCLUSION AND SUGGESTION.....</b>	<b>49</b>
5.1 Conclusion.....	49
5.1.1 Conclusion Based on Factors that Motivating Indonesian People in Using TikTok.....	49
5.1.2 Conclusion Based on the Most Dominant Factors.....	49

5.2 Suggestion.....	49
5.2.1 Suggestion for TikTok company.....	49
5.2.2 Suggestion for Future Research.....	50
<b>REFERENCES.....</b>	<b>51</b>
<b>ATTACHMENTS.....</b>	<b>56</b>