

TABLE OF CONTENTS

APPROVAL SHEET	ii
DECLARATION AUTHENTICITY	iii
PREFACE	iv
ABSTRAK	vi
ABSTRACT	vii
CHAPTER I	1
INTRODUCTION	1
1.1 Overview of Research Objects	1
1.2 Research Background	1
1.3 Problem Formulation	4
1.4 Research Purposes	5
1.5 Research Benefits	5
1.6 Final Project Writing Systematics	5
CHAPTER II	7
LITERATURE REVIEW	7
2.1 Research Library Review	7
2.2 Literature Study	14
2.3 Research Framework Model	25
2.4 Research Hypothesis	26
CHAPTER III	27
RESEARCH METHOD	27
3.1 Types Of Research	27
3.2 Operational Variable	28
3.2.1 Measurement Scale	31
3.3 Research Stages	32
3.4 Population & Sample	34
3.4.1 Population	34
3.4.2 Sample	34

3.5	Data Collection and Data Sources.....	35
3.5.1	Data Type.....	36
3.6	Validity and Reliability Test.....	36
3.6.1	Validity Test.....	36
3.6.2	Reliability Test.....	38
3.7	Data Analysis Technique	40
3.7.1	Descriptive Analysis	40
3.7.2	The Classic Assumption Test	41
3.7.3	Simple Linear Regression Analysis	42
3.7.4	Hypothesis Testing	43
3.7.5	Coefficient of Determination.....	43
CHAPTER IV	44
4.1	Respondents' Characteristics	44
4.2	Validity and Reliability Test.....	45
4.2.1	Validity Test.....	46
4.2.2	Reliability Test.....	47
4.3	Descriptive Analysis	48
4.3.1	Online Consumer Review (X)	49
4.3.2	Purchase Decision Process (Y)	53
4.4	The Classic Assumption Test.....	59
4.4.1	Normality Test.....	59
4.4.2	Heteroscedasticity Test	61
4.4.3	Simple Linear Regression Analysis	61
4.4.4	Hypothesis Testing	63
4.4.5	Coefficient of Determination.....	64
4.5	Results and Discussion	64
CHAPTER V	67
5.1	Conclusions	67
5.2	Suggestions	68
5.2.1	Suggestions For Company	68
5.2.2	Suggestions For Future Research	69
REFERENCES	70

QUESTIONNAIRE APPENDIX	74
DATA APPENDIX.....	79