

TABLE OF CONTENTS

VALIDITY SHEET	i
STATEMENT PAGE	ii
ABSTRAK	iii
ABSTRACT	iv
PREFACE	v
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I	1
INTRODUCTION	1
1.1 Overview Research Object	1
1.1.1 TikTok	1
1.1.2 Somethinc	3
1.2 Research Background	4
1.3 Problem Formulation	11
1.4 Research Objective	12
1.5 Research Benefit	12
1.5.1 Theoretical Benefits	12
1.5.2 Practical Benefits	13
1.6 Final Project Systematic Writing	13
CHAPTER II	15
LITERATURE REVIEW	15
2.1 Theory Summary	15
2.1.1 Marketing	15
2.1.2 Marketing Communication	16
2.1.3 Social Media Marketing	18
2.1.4 E-Commerce Live Streaming	18
2.1.5 Swift Guanxi	20
2.1.7 Purchase Intention	23
2.1.8 Gift-Giving Intention	24

2.2 Previous Research.....	25
2.3 Theoretical Framework.....	37
2.4 Research Hypothesis.....	37
CHAPTER III.....	40
RESEARCH METHODOLOGY.....	40
3.1 Research Characteristics.....	40
3.2 Operational Variable.....	41
3.3 Measurement Scale.....	48
3.4 Research Stages.....	50
3.5 Population and Sample.....	51
3.5.1 Population.....	51
3.5.2 Sample.....	51
3.5.3 Sampling Technique.....	52
3.6 Data Collection and Data Sources.....	53
3.6.1 Primary Data.....	53
3.6.2 Secondary Data.....	54
3.7 Validity and Reliability Test.....	54
3.7.1 Validity Test.....	54
3.7.2 Reliability Test.....	54
3.8 Data Analysis Technique and Hypothesis Testing.....	55
3.8.1 Descriptive Analysis Technique.....	56
3.8.2 Structural Equation Modelling (SEM).....	57
3.8.3 Hypothesis Testing.....	62
CHAPTER 4.....	64
RESULT AND DISCUSSION.....	64
4.1 Characteristics of Respondents.....	64
4.1.1 Respondents' Responses to Screening Questions.....	64
4.1.2 Characteristics of Respondents by Gender.....	65
4.1.3 Characteristics of Respondents by Age.....	66
4.1.4 Characteristics of Respondents by Profession.....	66
4.1.5 Characteristics of Respondents by Last Education.....	67
4.1.6 Characteristics of Respondents by Monthly Income.....	67
4.2 Descriptive Statistics Analysis.....	68

4.2.1 TikTok Live Streaming	68
4.2.2 Swift Guanxi	82
4.2.3 Purchase Intention	87
4.2.4 Gift-Giving Intention	90
4.3 Structural Equation Modelling (SEM) Analysis	94
4.3.1 Testing the Measurement Model (Outer Model)	94
4.3.2 Structural Measurement (Inner Model)	100
4.3.3 Hypothesis Testing	101
CHAPTER V	105
CONCLUSION	105
5.1 Conclusion	105
5.2 Suggestion	106
5.2.1 Practical Advice	106
5.2.2 Theoretical Suggestions	107
REFERENCES	108
APPENDIX	116