DAFTAR ISI

JUDUL..... 2
HALAMAN PENGESAHAN.....3
HALAMAN PERNYATAAN.....4
KATA PENGANTAR.....5
ABSTRAK..... 6
ABSTRACT..... 7
DAFTAR ISI..... 8
DAFTAR GAMBAR.....10
DAFTAR TABEL..... 11
BAB I..... 12
PENDAHULUAN.....12
1.1 Gambaran Umum Objek Penelitian..... 12
1.1.1 Profil Platform Shopee..... 12
1.1.2 Latar Belakang Penelitian..... 14
1.1.3 Rumusan Masalah..... 17
1.1.4 Pertanyaan Penelitian..... 18
1.1.5 Tujuan Penelitian.....19
1.1.6 Manfaat.....20
1.1.5.1 Manfaat Teoritis..... 20
1.1.5.2 Manfaat Praktis..... 20
BAB II.....21
TINJAUAN PUSTAKA.....21
2.1 Landasan Teori..... 21
2.1.1 Pemasaran.....21
2.1.2 E-Commerce.....22
2.1.3 Live Commerce.....23
2.1.4 Anchor Characteristic.....24
2.1.5 Online Comment..... 25
2.1.6 Logistic Service Quality.....26
2.1.7 Promotion Incentive Information.....26
2.1.8 Promotion Time Limit.....27
2.1.9 Perceived Trust.....28
2.1.10 Perceived Value.....29
2.1.11 Impulse Buying Behaviour.....30
2.1.11.1 Dimensi Impulse Buying Behavior..... 31

2.2 Penelitian Terdahulu....31
2.3 Pengembangan Hipotesis....39
2.4 Kerangka Penelitian....43
2.5 Hipotesis....44
BAB III....46
METODE PENELITIAN....46
3.1 Jenis Penelitian....46
3.2 Variabel Operasional....47
3.3 Skala Pengukuran....51
3.4 Tahapan Penelitian....52
3.5 Populasi dan Sampel....54
3.5.1 Populasi....54
3.5.2 Sampel....54
3.6 Pengumpulan Data....56
3.7 Uji Validitas dan Reliabilitas....57
3.7.1 Uji Validitas....57
3.7.2 Uji Reliabilitas....59
3.8 Teknik Analisis data dan Pengujian Hipotesis....61
3.8.1 Teknik Analisis Data....61
3.8.2 Analisis Deskriptif....61
3.8.3 Structural Equation Modeling (SEM)....63
3.8.4 Model Pengukuran (Outer Model)....63
3.8.4.1 Uji Validitas....64
3.8.4.2 Uji Reliabilitas....65
3.8.5 Model Struktural (Inner Model)....65
3.9 Uji Hipotesis....66
BAB IV....67
HASIL PENELITIAN DAN PEMBAHASAN....67
4.1 Karakteristik Responden....67
4.1.1 Deskripsi Data Penelitian....67
4.1.2 Demografi Responden....68
4.2 Hasil Penelitian....71
4.2.1 Uji Model Pengukuran (Outer Model)....71
4.2.1.1 Validitas Konvergen....72
4.2.1.2 Validitas Diskriminan....75
4.2.1.3 Uji Reliabilitas....78
4.2.2 Uji Model Struktural (Inner Model)....79
4.2.2.1 Analisis Uji Collinearity....80

4.2.2.2 Path Coefficient dan T-value....81
4.2.2.3 R-Square.... 83
4.2.2.4 F-Square....84
4.2.2.5 Q-Square.... 86
4.2.3 Pengujian Hipotesis....87
BAB V....90
KESIMPULAN DAN SARAN....90
5.1 Kesimpulan....90
5.2 Saran....94