

TABLE OF CONTENTS

APPROVAL SHEET	i
DECLARATION OF AUTHENTICITY.....	ii
FOREWORD	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER I.....	1
1.1 Object Overview	1
1.2. Research Background	3
1.3. Problem Formulation	17
1.4 Research Objectives.....	21
1.5 Research Benefits.....	22
1.6 The Systematics of Mini-Thesis Writing	22
CHAPTER II.....	24
2.1 Theoretical Background.....	24
2.2 Theoretical Framework.....	57
2.3. Research Hypothesis.....	63
CHAPTER III	64
3.1. Research Characteristic.....	64
3.2 Operational Variable and Scale.....	65
3.3 Stage of Research.....	69
3.4 Population and Sample	72
3.5 Data Collection and Data Source	74
3.6. Validity and Reliability Test	75
3.7. Data Analysis Method.....	78
3.7.1 Descriptive Analysis	78
3.7.2 Classic Assumption Test.....	80
3.7.2.1 Normality Test	80
3.7.2.2 Multicollinearity Test.....	80
3.7.2.3 Heteroscedasticity Test	81

3.7.3 Multiple Regression Analysis	81
3.7.4 Hypothesis Testing.....	81
3.7.4.1 T-Test.....	82
3.7.4.2 F-Test	83
3.7.5 Analysis of Determination (R Square).....	84
CHAPTER IV	85
4.1 The Respondent Characteristics.....	85
4.1.1 Respondent Characteristics by Gender	85
4.1.2 Respondent Characteristic by Age	86
4.1.3 Respondent Characteristic by Occupation	87
4.2 The Validity Test and Reliability Test Result.....	88
4.2.1 The Validity Test Result	88
4.2.2 The Reliability Test Result	90
4.3 The Research Findings.....	91
4.3.1 Descriptive Analysis Results	91
4.3.1.1 Responses from Respondents on eWOM Quality Variables	91
4.3.1.2 Responses from Respondents on eWOM Credibility Variables	93
4.3.1.3 Responses from Respondents on eWOM Quantity Variables	95
4.3.1.4 Responses from Respondents on Purchase Intention Variables.....	96
4.3.3 Classic Assumption Test.....	98
4.3.3.1 The Normality Test	98
4.3.3.2 The Multicollinearity Test	99
4.3.3.3 The Heteroscedasticity Test	99
4.3.3.4 The Multiple Linear Regression Analysis.....	100
4.3.3 The Hypothesis Test Analysis.....	102
4.3.3.1 The T-Test Analysis.....	102
4.3.3.2 The F-Test Analysis	105
4.3.3.3 The Analysis of Determination (R Square).....	106
4.4 Discussion of The Research Results	107
CHAPTER V	112
5.1 Conclusion	112
5.2 Suggestions	113
5.2.1 The Theoretical Aspects.....	113
5.2.2 The Practical Aspects	114

5.2.2.1 The Originote Skincare Products as the Research Object.....	114
REFERENCES	117
APPENDIX.....	128
Appendix 1. Research Questionnaire.....	128
Appendix 2. Questionnaire Tabulation	130
Appendix 3. The Results of Validity Test.....	131
Appendix 4. The Results of Reliability Test.....	131
Appendix 5. Results of The Normality Test	134
Appendix 6. Result of The Multicollinearity test.....	134
Appendix 7. Results of The Heteroscedasticity Test	134
Appendix 8. The results of Multiple Linear Regression	135
Appendix 9. The Result of T-Test	135
Appendix 10. The Results of F-Test	135
Appendix 11. The Results of analysis of Determinant Coefficient (R Square)	135
Appendix 12. The eWOM on the The Originote TikTok Content.....	136