

TABLE OF CONTENT

APPROVAL SHEET	i
DECLARATION AUTHENTICITY	ii
PREFACE	iii
ABSTRAK.....	v
ABSTRACT	vii
TABLE OF CONTENT	ix
LIST OF TABLES	xii
LIST OF FIGURES	14
CHAPTER I.....	15
1.1. Overview of the Research Object.....	15
1.2. Research Background	17
1.3. Problem Formulation	24
1.4. Research Question.....	25
1.5. Research objective.....	26
1.6. Research Benefit.....	26
1.7. Research Scope.....	27
1.7.1. Location and Object of study.....	27
1.7.2. Time and Period.....	27
1.8. Systematically Writing	27
CHAPTER 2	29
2.1. Theoretical Review	29
2.1.1. Marketing	29
2.1.2. Digital marketing	29
2.1.3. Marketing mix	30
2.1.4. E-commerce	31
2.1.5. Word of mouth	32
2.1.5. Electronic Word of Mouth	33
2.1.6. Brand Image	33
2.1.7. Purchase Intention	34
2.2. Previous Research	35

2.3.	Research Framework	44
2.4.	Research Hypotheses.....	45
2.3.1.	Relationship Between EWOM and Brand Image	45
2.3.2.	Relationship between Electronics WOM and Purchase Intentions.....	46
2.3.3.	Relationship Between Brand Images and Purchase Intentions.....	47
CHAPTER 3		49
3.1.	Research Characteristics.....	49
3.2.	Operational Variable.....	49
3.3.	Research Stage	55
3.3.	Population of sample	56
3.3.1.	Population	56
3.3.2.	Sample	57
3.4.	Data collection	58
3.4.1.	Data type.....	58
3.5.	Validity and reliability test.....	58
3.5.1.	Validity test	58
3.5.2.	Reliability test	60
3.6.	Data Analysis Technique.....	60
3.7.1	Descriptive Analysis	61
3.7.2.	Structural Equation Model	62
3.7.	Hypothesis Testing	65
CHAPTER IV		67
RESULT AND DISCUSSION.....		67
4.1.	Respondent Characteristics.....	67
4.1.1.	Respondent Characteristics by Gender	67
4.1.2.	Respondent characteristics by age	68
4.1.3.	Respondent Characteristics by Occupation	69
4.1.4.	Respondent Characteristics by Shopee Usage Intensity	69
	Table 4.4. Respondent Characteristics by Shopee Usage Intensity.....	70
4.2.	Research analysis	70
4.2.1.	Descriptive analysis	70
4.2.2.	SEM-PLS Analysis.....	74
4.2.3.	Goodness of Fit Test	82
4.3.	Discussion of Research Result	83
4.3.1.	Discussion for Descriptive Analysis.....	83
4.3.2.	Discussion for Factors Influencing Purchase Intention in Shopee	86
CHAPTER V		88

CONCLUSION AND SUGGESTION	88
5.1. Conclusion	88
5.2. Suggestion	89
REFERENCE	91