

DAFTAR ISI

KATA PENGANTAR	ii
ABSTRAK.....	v
ABSTRACT.....	vi
BAB I PENDAHULUAN.....	1
1.1 Gambaran Umum Objek Penelitian	1
1.1.1 Sejarah PT. Shopee Indonesia.....	1
1.2 Latar Belakang Penelitian	2
1.3 Perumusan Masalah.....	9
1.4 Tujuan Penelitian.....	10
1.5 Manfaat Penelitian.....	10
1.6 Sistematika Penulisan Tugas Akhir	11
BAB II TINJAUAN PUSTAKA	13
2.1 Manajemen Pemasaran.....	13
2.2 Consumer Behaviour.....	15
2.3 <i>Cognitive Evaluation Theory (CET)</i>	18
2.2 <i>Gamification</i>	18
2.2.1 <i>Autonomy</i>	19
2.2.2 <i>Rewards</i>	19
2.2.3 <i>Absorption</i>	20
2.2.4 <i>Competition</i>	20
2.3 Consumer Enjoyment.....	20
2.4 Online Purchase Intention	21
2.5 Penelitian Terdahulu	23
2.7 Kerangka Pemikiran.....	30
BAB III METODE PENELITIAN	31
3.1 Jenis Penelitian.....	31
3.2 Operasional Variabel.....	32