

DAFTAR ISI

LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN ORISINALITAS	iii
ABSTRAK	iv
ABSTRACT	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	vii
DAFTAR TABEL	xi
DAFTAR GAMBAR	xii
DAFTAR LAMPIRAN	xiii
DAFTAR ISTILAH.....	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	5
1.3 Tujuan.....	6
1.4 Batasan Penelitian	6
1.5 Asumsi Penelitian.....	6
1.6 Manfaat	7
1.7 Sistematika Penulisan.....	7
BAB II LANDASAN TEORI	10
2.1 Penelitian Terdahulu.....	10
2.2 <i>Platform</i>	24
2.3 Tokopedia Play.....	24
2.4 Shopee Live.....	25
2.5 <i>TikTok Live Shopping</i>	25
2.6 LazLive	26
2.7 <i>Live Shopping</i>	27
2.8 <i>Trust</i>	28

2.9	<i>Pengalaman Belanja Online</i>	28
2.10	<i>Purchase Intention</i>	28
2.11	<i>Theory of Planned Behavior</i>	29
2.12	<i>Online Shopping Behavior</i>	32
2.13	<i>Platform Online Live Shopping</i>	32
2.14	<i>Partial Least Squares Structural Equation Modelling (PLS-SEM)</i>	33
BAB III METODOLOGI PENELITIAN		35
3.1	Alur Penelitian	35
3.2	Penentuan Objek	36
3.3	Studi Literatur	36
3.4	Perumusan Masalah	37
3.5	Konseptual Model Penelitian	37
3.6	Penyusunan Kuesioner dan Pengumpulan Data.....	50
3.7	Model Fit.....	51
3.8	<i>Outer Model</i>	52
3.9	<i>Measurement Invariance of Composite Models (MICOM)</i>	53
3.10	<i>Multi-Group Analysis (MGA)</i>	54
3.11	<i>Inner Model</i>	54
3.12	Analisis & Pembahasan.....	55
3.13	Kesimpulan dan Saran.....	56
BAB IV PENGUMPULAN DAN PENGOLAHAN DATA		57
4.1	Pengumpulan Data Responden	57
4.2	Data Demografi Responden	57
4.3	Statistik Deskriptif	63
4.4	Model Fit.....	64
4.5	Evaluasi Model Pengukuran (<i>Outer Model</i>)	65
4.6	Analisis Perbandingan Antar Platform.....	71
4.6.1	<i>Measurement Invariance of Composite Models (MICOM)</i>	71
4.6.2	<i>Multi-Group Analysis (MGA)</i>	73
4.7	Evaluasi Model Struktural (<i>Inner Model</i>)	75
BAB V ANALISIS DAN PEMBAHASAN		81

5.1	Verifikasi Validasi	81
5.1.1	Validasi Hasil Pengaruh <i>Trust</i> terhadap <i>Attitude</i>	81
5.1.2	Validasi Hasil Pengaruh <i>Online Live Shopping Experience</i> terhadap <i>Attitude</i>	81
5.1.3	Validasi Hasil Pengaruh <i>Attitude</i> terhadap <i>Intention to Live Shopping</i>	82
5.1.4	Validasi Hasil Pengaruh <i>Subjective Norm</i> terhadap <i>Intention to Live Shopping</i>	82
5.1.5	Validasi Hasil Pengaruh <i>Perceived Behavioral Control</i> terhadap <i>Intention to Live Shopping</i>	83
5.1.6	Validasi Hasil Pengaruh <i>Intention to Live Shopping</i> terhadap <i>Online Live Shopping Behavior</i>	83
5.2	Analisis Pengaruh Model Struktural	84
5.2.1	Pengaruh <i>Trust</i> terhadap <i>Attitude</i>	84
5.2.2	Pengaruh <i>Online Live Shopping Experience</i> terhadap <i>Attitude</i>	85
5.2.3	Pengaruh <i>Attitude</i> terhadap <i>Intention to Live Shopping</i>	86
5.2.4	Pengaruh <i>Subjective Norm</i> terhadap <i>Intention to Live Shopping</i> ...	87
5.2.5	Pengaruh <i>Perceived Behavior Control</i> terhadap <i>Intention to Live Shopping</i>	88
5.2.6	Pengaruh <i>Intention to Live Shopping</i> terhadap <i>Online Live Shopping Behavior</i>	89
5.3	Implikasi Manajerial	90
5.3.1	Demografi Responden.....	90
5.3.2	Platform Tokopedia	91
5.3.3	Platform Shopee	91
5.3.4	Platform Tiktok	92
5.3.5	Platform Lazada	92
BAB VI KESIMPULAN DAN SARAN.....		94

6.1	Kesimpulan	94
6.2	Saran.....	95
DAFTAR PUSTAKA.....		96
LAMPIRAN.....		104