

DAFTAR ISI

SAMPUL.....	i
COVER.....	ii
HALAMAN PENGESAHAN.....	iii
HALAMAN PERNYATAAN	iv
KATA PENGANTAR.....	v
ABSTRAK	vi
ABSTRACT.....	vii
DAFTAR ISI	viii
DAFTAR TABEL	xii
DAFTAR GAMBAR.....	xiii
<i>BAB I PENDAHULUAN.....</i>	<i>1</i>
1.1. Gambaran Umum Objek Penelitian	1
1.1.1 Wardah.....	1
1.2. Latar Belakang Penelitian.....	2
1.3. Perumusan Masalah	12
1.4. Tujuan Penelitian.....	14
1.5. Manfaat Penelitian.....	15
1.5.1. Manfaat Teoritis.....	15
1.5.2. Manfaat Praktis	16
1.6. Sistematika Penelitian	16
<i>BAB 2 TINJAUAN PUSTAKA</i>	<i>18</i>
2.1. Tinjauan Pustaka	18
2.2. Pemasaran	19
2.3. Manajemen Pemasaran	19
2.3.1. <i>Marketing Mix</i>	20

2.3.2.	Media Sosial dan Promosi	21
2.3.3.	<i>E-Commerce Live Streaming</i>	23
2.4.	Perilaku Konsumen	24
2.4.1.	<i>Perceived Value</i>	25
2.4.1.1.	<i>Utilitarian Value</i>	25
2.4.1.2.	<i>Hedonic Value</i>	26
2.4.1.3.	<i>Social Value</i>	27
2.4.2.	<i>Customer Trust</i>	27
2.5.	<i>Purchase Intention</i>.....	29
2.6.	Penelitian Terdahulu	31
2.7.	Kerangka Pemikiran	38
2.8.	Hipotesis Penelitian.....	42
2.8.1.	<i>Utilitarian Value dan Customer Trust</i>	42
2.8.2.	<i>Hedonic Value dan Customer Trust</i>	43
2.8.3.	<i>Social Value dan Customer Trust</i>	44
2.8.4.	<i>Perceived Value dan Purchase Intention</i>	45
2.8.5.	<i>Customer Trust dan Purchase Intention</i>	46
BAB 3	<i>METODE PENELITIAN</i>.....	47
3.1.	Karakteristik Penelitian	47
3.2.	Operasional Variabel.....	48
3.3.	Tahapan Penelitian	54
3.4.	Populasi dan Sampel.....	54
3.4.1.	Populasi.....	54
3.4.2.	Sampel.....	55
3.4.3.	Teknik Pengambilan Sampel	56
3.5.	Desain Kuisisioner	57
3.6.	<i>Content Validity</i>	59
3.7.	Pengumpulan Data dan Sumber Data	60
3.7.1.	Data Primer	60
3.7.2.	Data Sekunder.....	60

3.7.3.	Waktu Pelaksanaan Penelitian	60
3.8.	Teknik Analisis Data	61
3.8.1.	Analisis <i>Structural Equation Model</i>	61
3.8.2.	Pengujian Model Pengukuran (<i>Outer Model</i>).....	63
3.8.3.	Pengujian Model Struktural (<i>Inner Model</i>).....	64
BAB 4	HASIL PENELITIAN DAN PEMBAHASAN	66
4.1.	Karakteristik Responden	66
4.2.	Analisis Deskriptif.....	70
4.2.1.	<i>Utilitarian Value</i>	71
4.2.2.	Hedonic Value.....	72
4.2.3.	<i>Social Value</i>	73
4.2.4.	<i>Trust in Platform</i>	74
4.2.5.	<i>Trust in Product</i>	75
4.2.6.	<i>Purchase Intention</i>	76
4.3.	Hasil Penelitian.....	77
4.3.1.	Measurement Model (<i>Outer Model</i>)	77
4.3.2.	<i>Convergent Validity</i>	79
4.3.3.	<i>Discriminant Validity</i>	81
4.3.4.	Uji Reliabilitas	84
4.4.	Pengujian Model Struktural (<i>Inner Model</i>).....	85
4.4.1.	<i>R Square</i>	87
4.4.2.	Pengujian Effect Size (<i>f Square</i>).....	88
4.4.3.	Model fit.....	90
4.4.4.	<i>Predictive Relevance</i>	91
4.4.5.	Pengujian Hipotesis	91
4.5.	Pembahasan.....	95
4.5.1.	<i>Utilitarian Value</i> terhadap <i>Trust</i> (<i>Trust in Product</i> dan <i>Trust in Platform</i>)	95
4.5.2.	<i>Hedonic Value</i> terhadap <i>Trust</i> (<i>Trust in Platform</i> dan <i>Trust in Product</i>)	98
4.5.3.	<i>Social Value</i> terhadap <i>Trust</i> (<i>Trust in Platform</i> dan <i>Trust in Product</i>)	101
4.5.4.	<i>Utilitarian Value</i> terhadap <i>Purchase Intention</i>	103
4.5.5.	<i>Hedonic Value</i> terhadap <i>Purchase Intention</i>	105
4.5.6.	<i>Social Value</i> terhadap <i>Purchase Intention</i>	108

4.5.7.	<i>Trust in Platform terhadap Purchase Intention</i>	110
4.5.8.	<i>Trust in Product terhadap Purchase Intention</i>	113
4.5.9.	Pengaruh variabel mediasi Trust in Product dan Trust in Platform.....	115
4.5.10.	Analisis Komprehensif Fenomena dalam Hubungan <i>Utilitarian Value</i> , <i>Hedonic Value</i> , <i>Social Value</i> , <i>Trust</i> , dan <i>Purchase Intention</i>	117
BAB 5 KESIMPULAN		122
5.1.	Kesimpulan	122
5.2.	Saran	125
5.2.1.	Aspek Akademis	125
5.2.2.	Aspek Praktis	125
5.3.	Saran untuk Penelitian Selanjutnya	126
DAFTAR PUSTAKA		128
LAMPIRAN 1 KUISIONER PENELITIAN		139
LAMPIRAN 2 PRE TEST		146
LAMPIRAN 3 OUTPUT SEM PLS		148