

DAFTAR ISI

PERSETUJUAN SKRIPSI.....	ii
PENGESAHAN KELULUSAN UJIAN	iii
PERNYATAAN ORISINALITAS SKRIPSI	iv
MOTTO DAN PERSEMBAHAN	v
ABSTRAK	vi
ABSTRACT	vii
KATA PENGANTAR.....	viii
DAFTAR ISI.....	xi
DAFTAR TABEL	xiv
DAFTAR GAMBAR.....	xv
BAB 1	1
1.1 Latar Belakang Masalah.....	1
1.2 Rumusan masalah	6
1.3 Tujuan Penelitian	7
1.4 Manfaat Penelitian	8
1.5 Sistematika Penulisan	9
BAB II.....	12
2.1 U & G Teori	12
2.2 Perceived usefulness	14
2.3 Perceived enjoyment	15
2.4 Perceived interactivity.....	17
2.5 Perceived gratification	18
2.6 Impulsive Buying.....	20
2.7 Possitive Attitude Towards <i>Live Streaming</i>	22
2.8 <i>Perceived Usefulness dan Possitive Attitude Towards Live-Streaming</i>	23
2.9 <i>Perceived Enjoyment dan Possitive Attitude Towards Live-Streaming</i>	24
2.10 <i>Perceived Gratification dan Possitive Attitude Towards Live-Streaming</i>	25
2.11 <i>Perceived Interactivity dan Possitive Attitude Towards Live-Streaming</i>	25
2.12 <i>Possitive Attitude Towards Live-Streaming dan Impulsive Buying</i>	26
2.13 Penelitian Terdahulu	27
2.14 Kerangka Pemikiran.....	31

BAB III	33
3.1 Variabel Penelitian	33
3.2 Definisi Operasional Variabel	34
3.3 Populasi dan Sampel	36
3.3.1 Populasi	36
3.3.2 Sampel	36
3.4 Jenis dan Sumber Data	38
3.4.1 Data Primer	38
3.4.2 Data Sekunder	38
3.5 Metode Pengumpulan Data	38
3.6 Metode Analisis	40
3.6.1 Uji Validitas	40
3.6.2 Uji Reliabilitas	41
3.6.3 SEM Assumption Test	41
3.6.4 Evaluasi Goodness of Fit Criteria	42
BAB IV	46
4.1 Deskripsi Responden Penelitian	46
4.2 Deskripsi Variabel Penelitian	47
4.3 Analisis Data	53
4.3.1 Uji Instrumen	53
4.3.2 Analisis Faktor Konfirmatori (<i>Confirmatory Factor Analysis</i>)	55
4.3.3 Analisis Full Model SEM	67
4.3.4 Asumsi SEM	68
4.3.5 Pengujian Hipotesis dan interpretasi hasil	74
4.3.6 Analisis Direct Effect, Indirect Effect dan Total Effect	78
BAB V	83
5.1 Simpulan	83
5.2 Kesimpulan Masalah	84
5.3 Implikasi Teoritis	84
5.4 Implikasi Manajerial	86
5.5 Keterbatasan	89
5.6 Saran	89
DAFTAR PUSTAKA	90

DAFTAR LAMPIRAN	97
KUESIONER PENELITIAN	97
TABULASI DATA.....	102

