

DAFTAR ISI

LEMBAR PERSETUJUAN DOSEN PEMBIMBING SKRIPSI.....	i
LEMBAR PENGESAHAN SKRIPSI	ii
SURAT PERNYATAAN MENGENAI ORISINALITAS.....	iii
ABSTRACT.....	vi
ABSTRAK.....	vii
DAFTAR ISI.....	vii
DAFTAR TABEL.....	x
DAFTAR GAMBAR	xi
BAB I PENDAHULUAN.....	1
1.1. Latar Belakang Masalah.....	1
1.2. Rumusan Masalah	8
1.3. Tujuan Penelitian.....	9
1.4. Manfaat Penelitian.....	10
1.4.1 Manfaat Teoritis.....	10
1.4.2 Manfaat Praktis	10
BAB II TINJAUAN PUSTAKA.....	11
2.1. Kajian Teori.....	11
2.1.1. S-O-R Teori.....	11
2.1.2. Live Streaming Shopping pada Social Commerce	13
2.1.3. IT Affordance.....	14
2.1.4. Visibility Affordance	15
2.1.5. Metavoicing Affordance	16
2.1.6. Guidance Shopping Affordance.....	17
2.1.7. Interactivity	17
2.1.8. Trust	19
2.1.9. Purchase Intention.....	20
2.2. Penelitian Terdahulu.....	21
2.3. Kerangka Berpikir	30
2.4. Hipotesis.....	32
2.4.1. Visibility Affordance & Interactivity.....	32

2.4.2.	Visibility Affordance & Trust.....	33
2.4.3.	Metavoicing Affordance & Interactivity.....	33
2.4.4.	Metavoicing Affordance & Trust.....	34
2.4.5.	Guidance Shopping Affordance & Interactivity	34
2.4.6.	Guidance Shopping Affordance & Trust	35
2.4.7.	Interactivity & Purchase Intention	35
2.4.8.	Trust & Purchase Intention	36
2.5.	Model Penelitian.....	37
BAB III METODE PENELITIAN.....		38
3.1.	Jenis Penelitian	38
3.2.	Objek Penelitian	38
3.3.	Waktu dan Lokasi Penelitian.....	39
3.4.	Populasi dan Sampel	39
3.4.1.	Populasi.....	39
3.4.2.	Sampel.....	40
3.4.	Teknik Pengumpulan Data	41
3.5.	Definisi Operasional.....	42
3.7.	Teknik Analisis Data	45
3.8.	Uji Measurement Model (Outer Model).....	46
3.8.1.	Uji Validitas	46
3.8.2.	Uji Reliabilitas	47
3.9.	Uji Structural Model (Inner Model)	47
3.9.1.	Asumsi Inner Model PLS-SEM	47
3.9.2.	Uji Coefficient Of Determination (R2).....	48
3.9.3.	Uji Predictive Relevance (Q2)	48
3.9.4.	Uji Effect Size (F2).....	48
3.9.5.	Uji Goodness Of Fit (GoF)	48
3.10.	Uji Hipotesis dan Mediasi.....	49
3.10.1.	Uji Hipotesis	49
3.10.2.	Uji Mediasi.....	49

BAB VI HASIL DAN PEMBAHASAN	50
4.1. Gambaran Objek Penelitian.....	50
4.2. Karakteristik Responden	51
4.3. Uji Statistik Deskriptif Variabel.....	53
4.3.1. Variabel Visibility Affordance.....	54
4.3.2. Variabel Metavoicing Affordance.....	54
4.3.3. Variabel Guidance Shopping Affordance	55
4.3.4. Variabel Interactivity	55
4.3.5. Variabel Trust.....	56
4.3.6. Variabel Purchase Intention	56
4.4. Uji Measurement Model (Outer Model).....	57
4.4.1. Uji Validitas	57
4.4.2. Uji Reliabilitas	59
4.5. Uji Structural Model (Inner Model)	60
4.5.1. Asumsi Inner Model PLS-SEM	60
4.5.2. Uji Coefficient Of Determination (R ²).....	61
4.5.3. Uji Predictive Relevance (Q ²)	62
4.5.4. Uji Effect Size (F ²).....	62
4.6. Uji Hipotesis dan Mediasi	64
4.6.1. Uji Hipotesis	64
4.6.2. Uji Mediasi.....	67
4.7. Pembahasan	68
4.8. Implikasi.....	75
4.8.1. Implikasi Teoritis	75
4.8.2. Implikasi Praktis	76
BAB 5 PENUTUP	77
5.1. Kesimpulan.....	77
5.2. Saran	78
5.2.1. Bagi Perusahaan	78
5.2.2. Bagi Peneliti Selanjutnya	79
DAFTAR PUSTAKA	80
LAMPIRAN-LAMPIRAN.....	92