

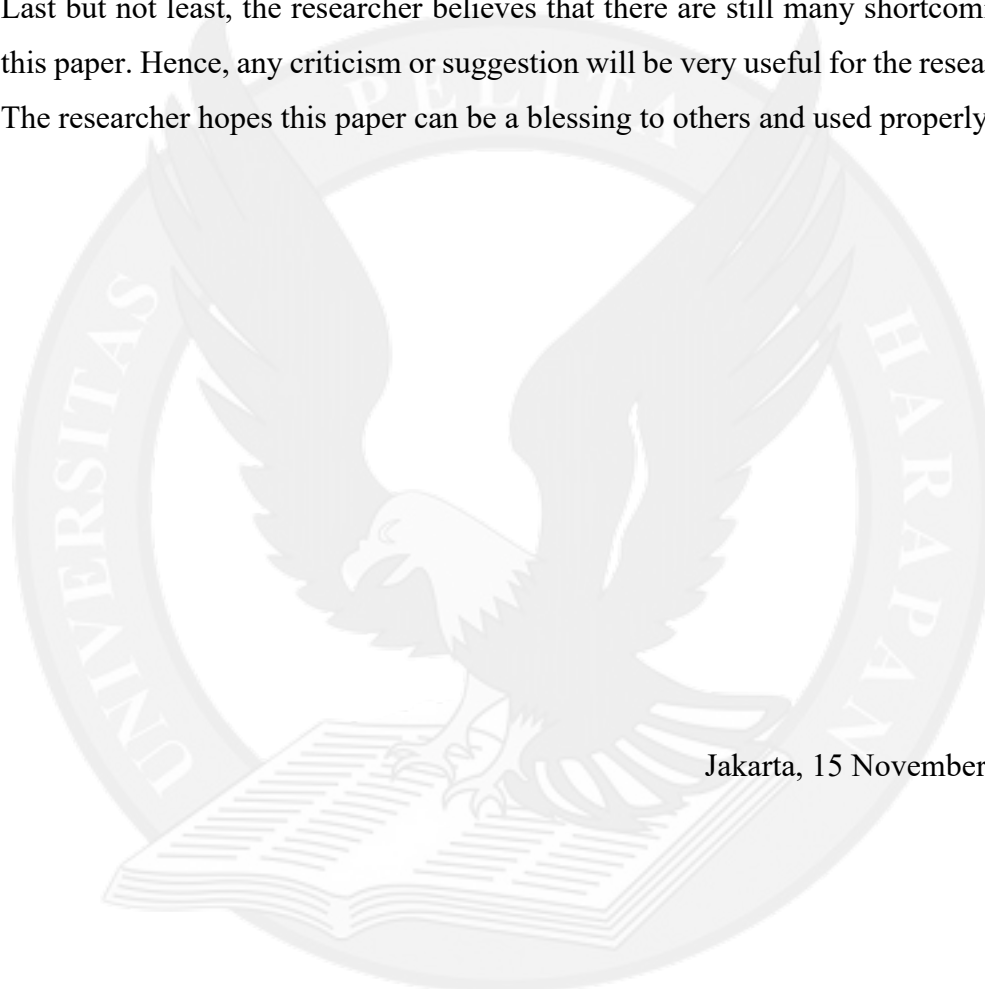
ACKNOWLEDGMENTS

The researcher would like to thank her Almighty Father, Jesus Christ for all His grace in every part of the process in completing this final paper, entitled “An Empirical Study of Situational Factors Affecting the Online Impulsive Buying Behaviour: Moderated by Hedonic Shopping Values”. This Final Paper is completed in purpose to attain bachelor's degree in the Faculty of Economic and Business, Universitas Pelita Harapan, Karawaci. The researcher believes that this bachelor study and final paper would not be accomplished without the moral support and assistance from particular person. Therefore, in this opportunity researcher would like to express the utmost gratitude to:

1. Dra. Gracia Shinta S. Ugut, MBA, Ph.D., as Dean of Faculty of Economic and Business, Universitas Pelita Harapan, Karawaci
2. Isana S. C. Meranga, S.P., M.M., as Head of Management Study Program
3. Dr. Sabrina Oktoria Sihombing, S.E., M.Bus., as the supervisor of the final paper who has patiently guide and support the researcher to complete this paper
4. Bambang Supnang. S.Si., M.Si and Dr. Moses L. P. Hutabarat, S.Kom., S.E., M.M., as my thesis defense examiners
5. All lecturers who have dedicated their time and patience to teach the researcher during the learning process in the University
6. All staff and employees of Faculty Economic and Business who have assisted all the administrative process
7. To the researcher's daddy and mommy who have always provided moral support, compassion and love
8. To the researcher's twin sister and her partner for always being there, supporting and helping the researcher in every way
9. To all of the researcher's family members including grandpa, grandma, uncles, aunties and cousins who always supporting and being there to cheer her up

10. To researcher's friends met during high school, college, internship or outside for always being there and supporting the researcher since day one. Can't mention their name one by one, but they know who they are
11. To the researcher's respondents for the availability of time to assist the researcher to obtain this bachelor's degree

Last but not least, the researcher believes that there are still many shortcomings in this paper. Hence, any criticism or suggestion will be very useful for the researcher. The researcher hopes this paper can be a blessing to others and used properly.



Jakarta, 15 November 2020

Natasha Anggraini Prawira

TABLE OF CONTENT

COVER	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE	iv
ABSTRACT	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES	xii
LIST OF TABLES	xiv
LIST OF APPENDICES	xvi
CHAPTER I	
1.1. Research Background	1
1.2. Research Questions	10
1.3. Research Objectives	11
1.4. Research Contribution	12
1.4.1. Theoretical Contribution	13
1.4.2. Practical Contribution	16
1.5. Research Scope	19
1.6. Research Outline	20
CHAPTER II	
2.1. International Business	22
2.2. International Marketing	27
2.3. Digital Marketing	32
2.4. Consumer Behaviour	34
2.5. Theory of Emotions	40
2.6. Online Impulse Buying Behaviour	43
2.7. Situational Factors	47
2.7.1. Scarcity	48
2.7.2. Serendipity Information	52

2.8. Hedonic Shopping	53
2.8.1. Social Shopping	56
2.8.2. Adventure Shopping	57
2.8.3. Value Shopping	59
2.8.4. Relaxation Shopping	61
2.8.5. Idea Shopping	62
2.9. Inter-variable Relationship	63
2.9.1. Scarcity towards Online Impulse Buying Behaviour	64
2.9.2. Serendipity Information towards Online Impulse Buying Behaviour	65
2.10. The Moderating Effects	66
2.10.1. The Moderating Effect of Social Shopping	67
2.10.2. The Moderating Effect of Adventure Shopping	68
2.10.3. The Moderating Effect of Value Shopping	70
2.10.4. The Moderating Effect of Relaxation Shopping	71
2.10.5. The Moderating Effect of Idea Shopping	72
2.11. Research Model and Hypothesis	73
CHAPTER III	
3.1. Research Paradigm	76
3.2. Type of Research	78
3.3. Research Design	81
3.4. Unit of Analysis	83
3.5. Variable Measurement	85
3.6. Conceptual and Operational Definition	88
3.7. Scale of Measurement	90
3.8. Data Collection Method	94
3.9. Ethics in Data Collection	96
3.10. Questionnaire	99
3.10.1. Online Questionnaire	101
3.10.2. Questionnaire-making Process	103
3.11. Back Translation	109

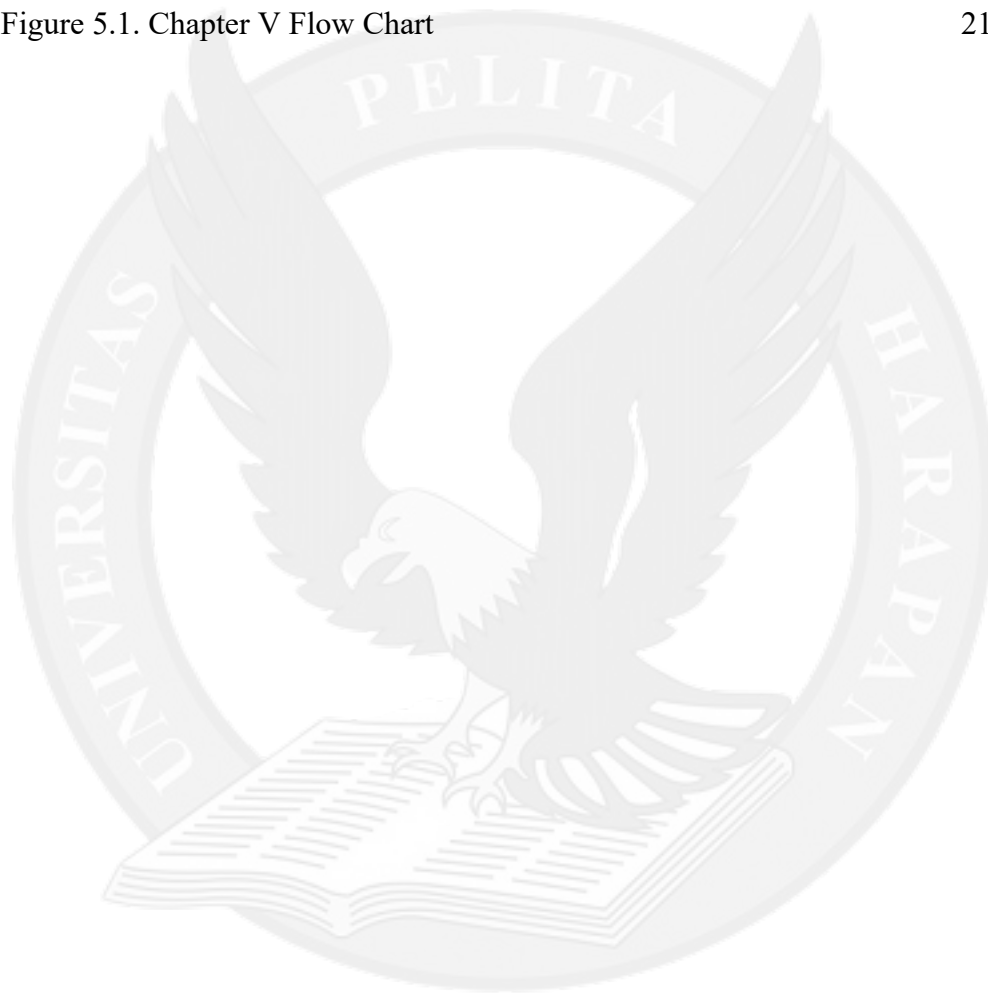
3.12. Sampling Design	111
3.12.1. Sample Size	119
3.13. Data Analysis Method	120
3.13.1. Getting the Data Ready for Analysis	121
3.13.1.1. Data Preparation and Organization	121
3.13.1.2. Preliminary Immersion	122
3.13.1.3. Data Coding	123
3.13.1.4. Categorization and Themes	123
3.13.1.5. Interpretation	124
3.13.2. Data Coding	124
3.13.3. Data Editing	125
3.13.4. Data Transformation	125
3.13.5. Feel for the Data	126
3.13.6. Testing the Goodness of Measure	128
3.13.7. Reliability	129
3.13.8. The Testing of Validity	132
3.14. Preliminary Research	136
3.15. Classic Assumption Test	137
3.16. Structural Equation Model (SEM)	142
3.16.1. Measurement Model in SEM-PLS	143
3.16.2. Structural Model Evaluation in PLS-SEM	148
3.17. Moderating Testing	152
CHAPTER IV	
4.1. Preliminary Test Results	158
4.1.1. Descriptive Statistic of Preliminary Test	158
4.2. Testing the Goodness of Measure of Preliminary Test	160
4.2.1. The Reliability of the Preliminary Test	160
4.2.2. The Validity of the Preliminary Test	161
4.3. Respondents' Profile for Actual Test	164
4.4. Actual Test Results	165
4.4.1. Descriptive Statistics of Actual Test	165

4.5. Testing the Goodness of Measure of Actual Test	167
4.5.1. Reliability of the Actual Test	167
4.5.2. Validity of the Actual Test	169
4.5.3. Classic Assumption Test	171
4.5.3.1. Multicollinearity Testing	172
4.5.3.2. Heteroscedasticity Testing	172
4.5.3.3. Normality Testing	174
4.5.3.4. Linearity Testing	174
4.6. Measurement Model	175
4.7. Hypothesis Testing	180
4.7.1. Structural Model	180
4.8. Moderating Testing	186
4.9. Model Fit	189
4.10. Discussion	191
4.11. Result Comparison	211
CHAPTER V	
5.1. Research Limitation	217
5.2. Conclusion	218
5.3. Theoretical Implication	220
5.4. Managerial Implication	225
5.5. Recommendation for Future Research	232

LIST OF FIGURES

Figure 1.1. Chapter I Flow Chart	1
Figure 2.1. Chapter II Flow Chart	21
Figure 2.2. Three Major Operating Objectives for Engaging in International Business	24
Figure 2.3. International Marketing as an Integrated Functional Area	28
Figure 2.4. The International Operations Management Process	29
Figure 2.5. The Determinants of Consumer Behaviour	36
Figure 2.6. Theory of Emotions	40
Figure 2.7. Type of Scarcity	50
Figure 2.8. The Proposed Research Model	73
Figure 3.1. Chapter III Flow Chart	75
Figure 3.2. Type of Variable	87
Figure 3.3. Research Model	87
Figure 3.4. Likert Scale Five Point	93
Figure 3.5. Example of Likert Scale	93
Figure 3.6. The Various Step in Making Questionnaires	103
Figure 3.7. The Back-Translation Process	111
Figure 3.8. The Main Steps in Sample Survey	112
Figure 3.9. Two Types of Sampling Techniques	114
Figure 3.10. The Type of Non-probability Sampling	115
Figure 3.11. Type of Non-probability Sampling	116
Figure 3.12. Data Analysis Process	120
Figure 3.13. The Process of Data Analysis	121
Figure 3.14. The Reliability Testing Methods	129
Figure 3.15. Type of Validity	133
Figure 3.16. The Type Correlation of Independent Variable	137
Figure 3.17. Autocorrelation Test Area	139
Figure 3.18. Normality of Data	140
Figure 3.19. Step in Assessing Reflective Model	144

Figure 3.20. Steps in Assessing the Structural Model	149
Figure 3.21. The Moderating Variable	154
Figure 4.1. Chapter IV Flow Chart	157
Figure 4.2. Heteroscedasticity Testing Result	173
Figure 4.3. CFA Model	175
Figure 4.4. Path Model	181
Figure 5.1. Chapter V Flow Chart	217



LIST OF TABLES

Table 1.1. Top Five Leading E-commerce Platform in Indonesia	4
Table 1.2. The Largest Amount of Traffic of Local and International Foreign Shopping Sites in 2019	6
Table 1.3. Online Impulse Buying towards Consumer Behaviour Research in Decade	7
Table 3.1. Type of Research Paradigm	77
Table 3.2. The Differences between Quantitative and Qualitative Research	80
Table 3.3. Type of Research Design	82
Table 3.4. Type of Unit of Analysis	84
Table 3.5. Type of Variables	86
Table 3.6. Conceptual Definition and Operation Definition	88
Table 3.7. Type of Measurement Scale	92
Table 3.8. Differences between Secondary and Primary Data Collection	95
Table 3.9. The Ethics in Data Collection	98
Table 3.10. Type of Questionnaire	100
Table 3.11. The Difference of Open-ended and Close-ended Questions	106
Table 3.12. Factors Concerning Framing a Questionnaire	107
Table 3.13. Steps of Sequencing	108
Table 3.14. Scale Type, Data Analysis and Method of Acquiring a Visual Summarize for Variables	126
Table 3.15. Respondents' Type of Answer	127
Table 3.16. Reliability Measurement	132
Table 3.17. The Criterion of PLS-SEM	145
Table 3.18. Reliability and Validity Checking	147
Table 3.19. The PLS-SEM Index	152
Table 3.20. Type of Moderator	156
Table 4.1. Preliminary Test Descriptive Statistics	159
Table 4.2. The Reliability of Preliminary Test	161
Table 4.3. EFA Outer Loading of Preliminary Test	162

Table 4.4. Preliminary Test AVE	163
Table 4.5. Preliminary Test Correlation	163
Table 4.6. Respondents' Profile	164
Table 4.7. Actual Test of Descriptive Statistics	166
Table 4.8. Actual Test Reliability	168
Table 4.9. EFA Outer Loading of the Actual Test	170
Table 4.10. Actual Test of AVE	171
Table 4.11. Correlations of Actual Test	171
Table 4.12. Multicollinearity Testing	172
Table 4.13. Normality Testing Result	174
Table 4.14. Linearity Testing Result	174
Table 4.15. Standardized Loading Estimate	176
Table 4.16. Result of Measurement Model	178
Table 4.17. R ² Value of the Actual Test	182
Table 4.18. Result of Structural Model	183
Table 4.19. Moderating Variable Testing Outcome	188
Table 4.20. Type of Moderator Variable	189
Table 4.21. Model Fit Measurement	190
Table 4.22. Outcome Comparison	214
Table 5.1. Theoretical Implication	224
Table 5.2. Managerial Implication	230

LIST OF APPENDICES

Appendix A	Questionnaire
Appendix B	Pre-test Output
Appendix C	Actual Test Output
Appendix D	Replicated Previous Study
Appendix E	Turnitin Originality Report

