

TABLE OF CONTENT

	Page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iv
APPROVAL PAGE BY FINAL DEFENSE COMMITTEE	v
ABSTRACT	vi
ABSTRAK	viii
PREFACE	x
TABLE OF CONTENT	xii
LIST OF FIGURES	xvi
LIST OF TABLES	xvii
LIST OF APPENDICES	xix
CHAPTER I INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem Limitation	12
1.3 Problem Formulation	14
1.4 Objective of the Research	14
1.5 Benefit of the Research	15
1.5.1 Theoretical Benefits	15
1.5.2 Practical Benefits	15
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	16
2.1 Theoretical Background	16
2.1.1 Entrepreneurship	16
2.1.2 Startup Company	17
2.1.3 E-commerce Marketing	18

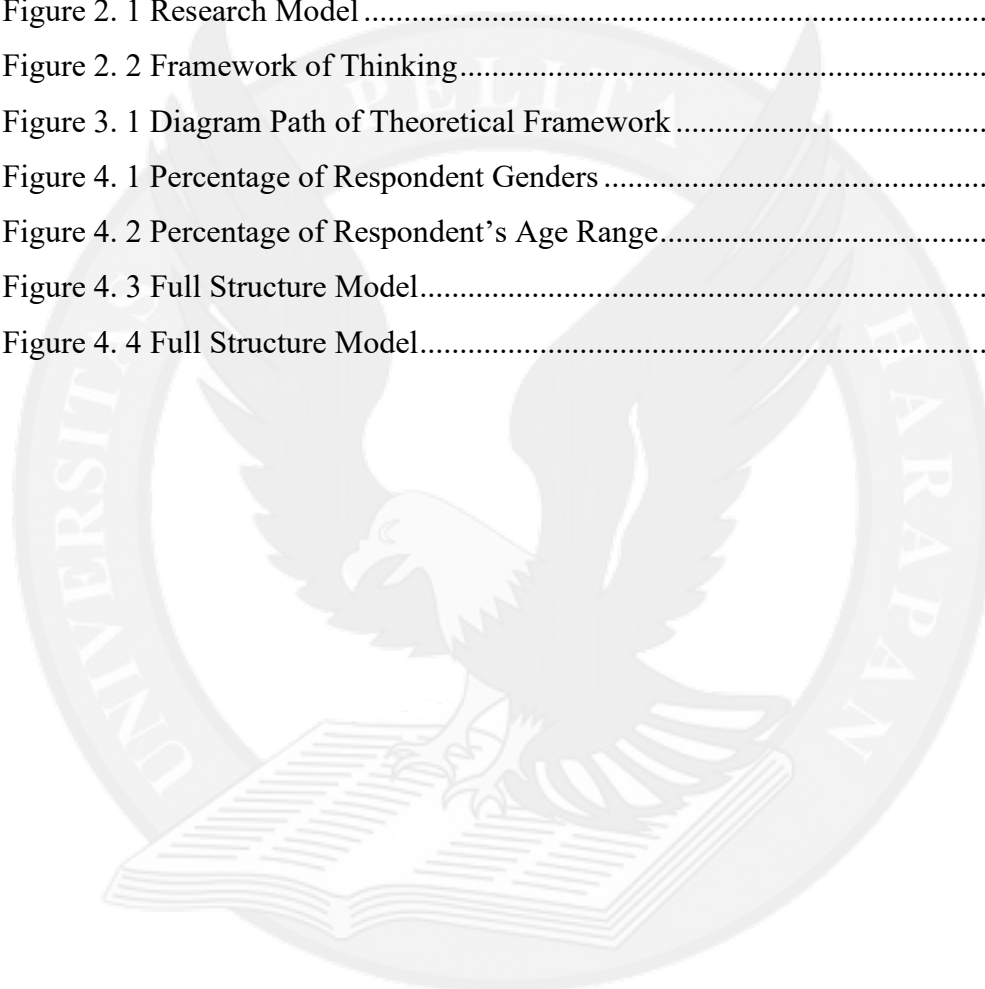
2.1.4	Perceived Herd Behavior	19
2.1.4.1	Definition of Perceived Herd Behavior (The Number)	19
2.1.4.2	Indicator of Perceived Herd Behavior (The Number)	19
2.1.5	Subjective Norm (Tie Strength).....	20
2.1.5.1	Definition of Subjective Norm.....	20
2.1.5.2	Indicator of Subjective Norm.....	21
2.1.6	Peer Communication (Tie Strength).....	22
2.1.6.1	Definition of Peer Communication	22
2.1.6.2	Indicator of Peer Communication	22
2.1.7	Emotional Support (The closeness).....	24
2.1.7.1	Definition of Emotional Support	24
2.1.7.2	Indicator of Emotional Support	24
2.1.8	Parasocial Interaction	25
2.1.8.1	Definition of Parasocial Interaction	25
2.1.8.2	Indicator of Parasocial Interaction	26
2.1.9	Intention to Purchase	26
2.1.9.1	Definition of Intention to Purchase	26
2.1.9.2	Indicator of Intention to Purchase	27
2.1.10	The Effect of Perceived Herd Behavior on Consumers Intention to Purchase in e-commerce	27
2.1.11	The Effect of Subjective Norm on Consumers Intention to Purchase	28
2.1.12	The Effect of Parasocial Interaction on Consumers Intention to Purchase	28
2.2	Previous Research	28
2.3	Hypothesis development	32
2.4	Research Model	34
2.5	Framework of Thinking	34
CHAPTER III RESEARCH METHODOLOGY		37
3.1	Research Design.....	37

3.2	Population and Sample	37
3.3	Data Collection Method	38
3.4	Operational Variable and Variable Measurement.....	40
3.4.1	Operational Variable Definition	40
3.4.2	Variable Measurement	41
3.5	Data Analysis Method.....	43
3.5.1	Hypothesis Test.....	43
3.5.2	Reliability Testing.....	53
 CHAPTER IV RESEARCH RESULT AND DISCUSSION		55
4.1	General View of “Research Object”	55
4.1.1	Bukalapak	55
4.1.2	Respondent Profile.....	57
4.1.2.1	Respondent Gender	57
4.1.2.2	Respondent Age Range.....	58
4.2	Research Result.....	59
4.2.1	Respondent’s Response.....	59
4.2.2	Descriptive Statistic.....	69
4.2.2.1	Descriptive Statistic toward Perceived Heard Behavior	69
4.2.2.2	Descriptive Statistic toward Subjective Norm	70
4.2.2.3	Descriptive Statistic toward Peer Communication	72
4.2.2.4	Descriptive Statistic toward Emotional Support.....	74
4.2.2.5	Descriptive Statistic toward Parasocial Interaction	75
4.2.2.6	Descriptive Statistic toward Intention to Purchase	77
4.2.3	Results of Data Quality Testing.....	79
4.2.3.1	Normality Data Evaluation	81
4.2.3.2	Evaluation of Outliers	81
4.2.3.3	Evaluation of Multicollinearity and Singularity	83
4.2.4	Full Structural Equation Model Analysis	84
4.2.5	Reliability Test.....	86
4.2.6	Hypothesis Test Result.....	87

4.2.6.1	Hypothesis Testing 1 (H1)	88
4.2.6.2	Hypothesis testing 2 (H2)	89
4.2.6.3	Hypothesis Testing 3 (H3)	89
4.2.6.4	Hypothesis Testing 4 (H4)	90
4.2.6.5	Hypothesis Testing 5 (H5)	91
4.3	Discussion	92
4.3.1	Discussion of The Overall Model Analysis	106
CHAPTER V CONCLUSION		111
5.1	Conclusion	111
5.1.1	Conclusion for Hypothesis	112
5.1.1.1	The effect of Perceived Herd Behavior on Customer Intention to Purchase	112
5.1.1.2	The Effect of Subjective Norm on Customer Intention to Purchase	113
5.1.1.3	The Effect of Peer Communication on Customer Intention to Purchase	114
5.1.1.4	The Effect of Emotional Support on Customer Intention to Purchase	116
5.1.1.5	The Effect of Parasocial Interaction on Customer Intention to Purchase	117
5.2	Implication	118
5.2.1	Theoretical Implication	118
5.2.2	Managerial Implication	119
5.3	Recommendation	123
REFERENCE		125

LIST OF FIGURES

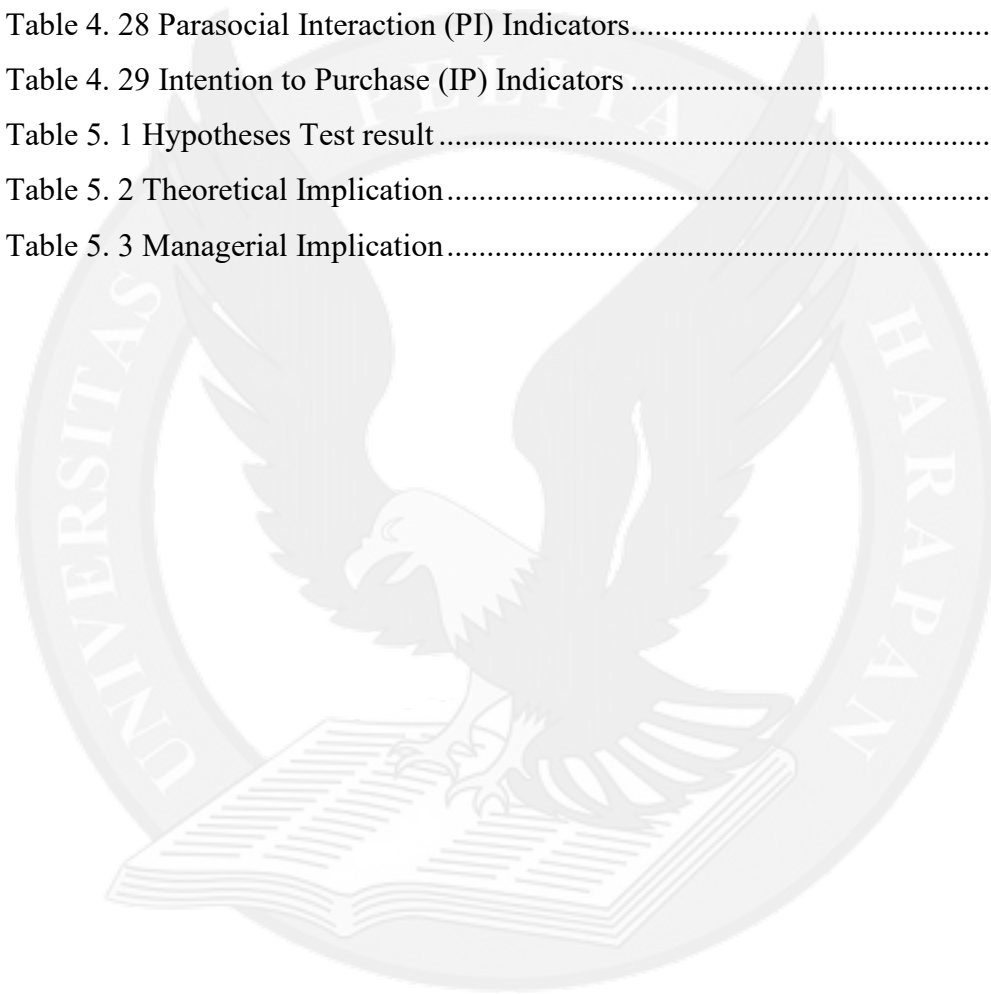
Figure 1. 1 Graphic of Order Frequency.....	2
Figure 1. 2 Graphic of Monthly Web Visitors.....	6
Figure 1. 3 Profile of trusted merchant & product rating in Bukalapak	8
Figure 2. 1 Research Model	34
Figure 2. 2 Framework of Thinking.....	35
Figure 3. 1 Diagram Path of Theoretical Framework	46
Figure 4. 1 Percentage of Respondent Genders	58
Figure 4. 2 Percentage of Respondent's Age Range.....	59
Figure 4. 3 Full Structure Model.....	84
Figure 4. 4 Full Structure Model.....	106



LIST OF TABLES

Table 3. 1 Likert Scale	41
Table 3. 2 Operational Variable	42
Table 3. 3 Description of Constructor Indicator	46
Table 3. 4 Relationship of Construct	47
Table 3. 5 The Conversion of diagram path into equation of the Construct Measurements Model Results	48
Table 3. 6 Feasibility Index of a model (Goodness of Fit Index)	52
Table 4. 1 Respondent Gender	58
Table 4. 2 Respondents Age Range	58
Table 4. 3 Assessment Degree of Each Variable	60
Table 4. 4 Respondent's Response toward Perceived Herd Behavior (PHB)	61
Table 4. 5 Respondent's Response toward Subjective Norm (SN)	62
Table 4. 6 Respondent's Response toward Peer Communication (PC)	63
Table 4. 7 Respondent's Response toward Emotional Support (ES)	65
Table 4. 8 Respondent's Response toward Parasocial Interaction (PI)	66
Table 4. 9 Respondent's Response toward Intention to Purchase (IP)	68
Table 4. 10 Respondent's distribution answer toward Perceived Herd Behavior	69
Table 4. 11 Respondent's distribution answer toward Subjective Norm	71
Table 4. 12 Respondent's distribution answer toward Peer Communication	72
Table 4. 13 Respondent's distribution answer toward Emotional Support	74
Table 4. 14 Respondent's distribution answer toward Parasocial Interaction	75
Table 4. 15 Respondent's distribution answer toward Intention to Purchase	77
Table 4. 16 Goodness of Fit Index	80
Table 4. 17 Test Result of Data Normality	81
Table 4. 18 Descriptive Statistic of Z-scores	82
Table 4. 19 Mahalanobis Distance	83
Table 4. 20 Feasibility Testing index	85
Table 4. 21 Test of Regression Weights Full Structural Equation Model	85

Table 4. 22 Reliability Test.....	87
Table 4. 23 Hypothesis Test Result	88
Table 4. 24 Perceived Herd Behavior (PHB) Indicators.....	94
Table 4. 25 Subjective Norm (SN) Indicators.....	97
Table 4. 26 Peer Communication (PC) Indicators	98
Table 4. 27 Emotional Support (ES) Indicators	101
Table 4. 28 Parasocial Interaction (PI) Indicators.....	102
Table 4. 29 Intention to Purchase (IP) Indicators	104
Table 5. 1 Hypotheses Test result	112
Table 5. 2 Theoretical Implication.....	118
Table 5. 3 Managerial Implication.....	122



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE

APPENDIX B: QUESTIONNAIRE DATA TABULATION

APPENDIX C: QUESTIONNAIRE DATA TABULATION

APPENDIX D: STRUCTURAL EQUATION-MODEL TEST RESULT

APPENDIX E: TURN IT IN TEST RESULT

