

## DAFTAR ISI

<b>PERNYATAAN KEASLIAN KARYA TUGAS AKHIR .....</b>	<b>ii</b>
<b>PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR .....</b>	<b>iii</b>
<b>PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>KATA PENGANTAR.....</b>	<b>vii</b>
<b>DAFTAR ISI.....</b>	<b>ix</b>
<b>DAFTAR TABEL .....</b>	<b>xiii</b>
<b>DAFTAR GAMBAR.....</b>	<b>xiv</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>xv</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
<b>1.1. Latar Belakang Masalah.....</b>	<b>1</b>
<b>1.2. Rumusan Masalah.....</b>	<b>7</b>
<b>1.3. Tujuan Penelitian.....</b>	<b>8</b>
<b>1.4 Manfaat Penelitian .....</b>	<b>9</b>
1.4.1 Manfaat Teoritis .....	9
1.4.2 Manfaat Praktis .....	9
<b>1.5 Sistematika Penulisan .....</b>	<b>9</b>
<b>BAB II TINJAUAN PUSTAKA.....</b>	<b>11</b>
<b>2.1 Perceived Product Quality .....</b>	<b>11</b>
<b>2.2 Perceived Content Value .....</b>	<b>12</b>
<b>2.3 Perceived Price Attractiveness.....</b>	<b>14</b>
<b>2.4 Perceived Interactivity.....</b>	<b>14</b>
<b>2.5 Perceived Professionalism .....</b>	<b>15</b>
<b>2.6 Perceived Credibility .....</b>	<b>16</b>
<b>2.7 Immersion .....</b>	<b>17</b>

<b>2.8 Consumer Satisfaction</b> .....	<b>17</b>
2.8.1 Faktor Yang Mempengaruhi Kepuasan Pelanggan.....	18
2.8.2 Indikator Kepuasan Pelanggan.....	19
<b>2.9 Involvement</b> .....	<b>19</b>
2.9.1 Tipe-Tipe <i>Involvement</i> .....	20
<b>2.10 Repurchase Intention</b> .....	<b>20</b>
<b>2.11 Hubungan antar Variabel</b> .....	<b>21</b>
2.11.1 Hubungan antara <i>Perceived Product Quality</i> dan <i>Consumer Satisfaction</i> .....	21
2.11.2 Hubungan antara <i>Perceived Content Value</i> dan <i>Consumer Satisfaction</i> .....	22
2.11.3 Hubungan antara <i>Perceived Price Attractiveness</i> dan <i>Consumer Satisfaction</i> .....	23
2.11.4 Hubungan antara <i>Perceived Interactivity</i> dan <i>Consumer Satisfaction</i> .....	23
2.11.5 Hubungan antara <i>Perceived Professionalism</i> dan <i>Consumer Satisfaction</i> .....	24
2.11.6 Hubungan antara <i>Credibility</i> dan <i>Consumer Satisfaction</i> .....	25
2.11.7 Hubungan antara <i>Immersion</i> dan <i>Involvement</i> .....	25
2.11.8 Hubungan antara <i>Consumer Satisfaction</i> dan <i>Involvement</i> .....	26
2.11.9 Hubungan antara <i>Consumer Satisfaction</i> dan <i>Repurchase Intention</i> .	27
2.11.10 Hubungan antara <i>Involvement</i> dan <i>Repurchase Intention</i> .....	28
2.11.11 Model Penelitian .....	29
<b>BAB III METODE PENELITIAN</b> .....	<b>30</b>
<b>3.1 Objek Penelitian</b> .....	<b>30</b>
<b>3.2 Unit Analisis</b> .....	<b>30</b>
<b>3.3 Tipe Penelitian</b> .....	<b>31</b>
<b>3.4 Definisi Konseptual dan Definisi Operasional</b> .....	<b>31</b>
<b>3.5 Populasi dan Sampel</b> .....	<b>43</b>
3.5.1 Jumlah Sampel .....	43
3.5.2 Metode Pengumpulan Sampel.....	43
<b>3.6 Metode Pengumpulan Data</b> .....	<b>44</b>
3.6.1 Data Primer .....	44

3.6.2 Data Sekunder .....	45
<b>3.7 Metode Analisis Data .....</b>	<b>45</b>
3.7.1 Statistik Deskriptif .....	45
3.7.2 Structural Equation Model & Partial Least Square (PLS-SEM).....	46
<b>3.8 IPMA .....</b>	<b>50</b>
<b>3.9 Pre-Test .....</b>	<b>51</b>
3.9.1 Reliabilitas .....	51
3.9.2 Validitas Konvergen.....	52
3.9.3 HTMT .....	54
<b>BAB IV HASIL PENELITIAN.....</b>	<b>55</b>
<b>4.1 Profil Responden Pengujian Aktual.....</b>	<b>55</b>
4.1.1 Statistik Deskriptif .....	57
4.1.2 Statistik Inferensial.....	74
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>95</b>
<b>5.1 Kesimpulan .....</b>	<b>95</b>
<b>5.2 Implikasi Teoritis .....</b>	<b>97</b>
<b>5.3 Implikasi Manajerial .....</b>	<b>97</b>
<b>5.4 Batasan Penelitian.....</b>	<b>99</b>
<b>5.5 Saran untuk Penelitian Selanjutnya.....</b>	<b>100</b>
<b>DAFTAR PUSTAKA .....</b>	<b>101</b>
<b>LAMPIRAN.....</b>	<b>A-1</b>
<b>A. LAMPIRAN A – Hasil Uji Turnitin Isi Tesis Bab 1-5.....</b>	<b>A-1</b>
<b>B. LAMPIRAN B – Hasil Uji Smart-PLS .....</b>	<b>B-1</b>
<b>Constuct Realibility &amp; Validity .....</b>	<b>B-1</b>
<b>Outer Loading .....</b>	<b>B-1</b>
<b>Heterotrait-Monotrait Ratio .....</b>	<b>B-3</b>
<b>Multicollineary Statistics .....</b>	<b>B-3</b>
<b>Model Fit.....</b>	<b>B-3</b>
<b>Uji R-Square .....</b>	<b>B-3</b>
<b>Uji F-Square .....</b>	<b>B-4</b>
<b>Uji Hipotesis (Boothstraping).....</b>	<b>B-4</b>

..... B-4  
Uji IPMA..... B-4  
C. LAMPIRAN C – Kuisiner Dalam Bentuk Google Form..... C-8

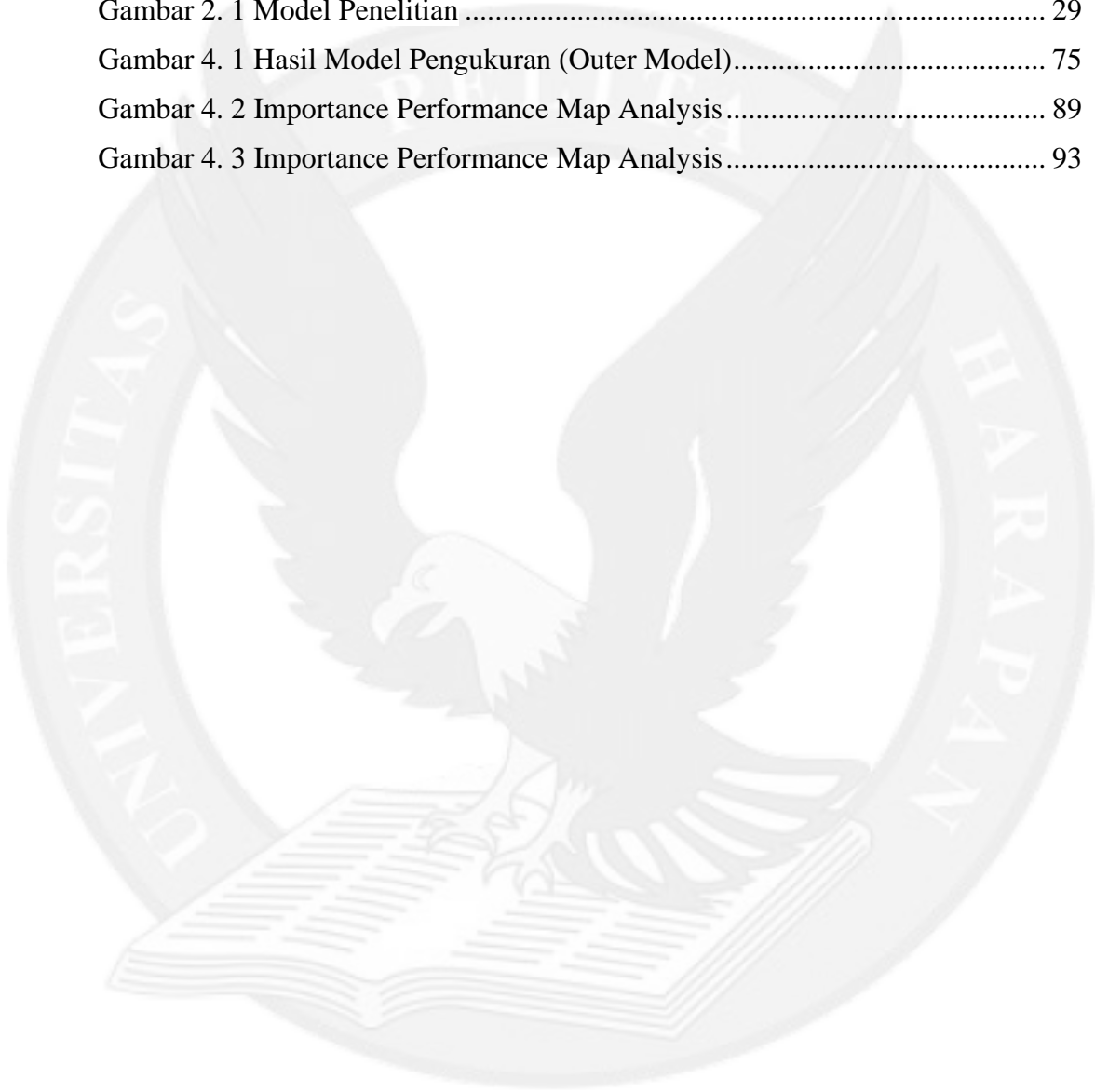


## DAFTAR TABEL

Tabel 1. 1 Penelitian Terdahulu .....	6
Tabel 3. 1 Definisi Konseptual dan Definisi Operasional.....	32
Tabel 3. 2 Skala Likert .....	44
Tabel 3. 3 Pre-Test Reliabilitas .....	51
Tabel 3. 4 Pre-Test Validitas Konvergen .....	52
Tabel 3. 5 HTMT Pre-Test.....	54
Tabel 4. 1 Responden Pengujian Aktual .....	56
Tabel 4. 2 Kategori Jawaban pada Skala Likert.....	57
Tabel 4. 3 Analisis Statistik Deskriptif <i>Perceived Product Quality</i> .....	58
Tabel 4. 4 Analisis Statistik Deskriptif <i>Perceived Content Value</i> .....	59
Tabel 4. 5 Analisis Statistik Deskriptif <i>Perceived Price Attractiveness</i> .....	61
Tabel 4. 6 Analisis Statistik Deskriptif <i>Perceived Interactivity</i> .....	63
Tabel 4. 7 Analisis Statistik Deskriptif <i>Perceived Professionalism</i> .....	64
Tabel 4. 8 Analisis Statistik Deskriptif <i>Credibility</i> .....	66
Tabel 4. 9 Analisis Statistik Deskriptif <i>Immersion</i> .....	67
Tabel 4. 10 Analisis Statistik Deskriptif <i>Consumer Satisfaction</i> .....	70
Tabel 4. 11 Analisis Statistik Deskriptif <i>Involvement</i> .....	71
Tabel 4. 12 Analisis Statistik Deskriptif <i>Repurchase Intention</i> .....	73
Tabel 4. 13 Analisis Reliabilitas .....	76
Tabel 4. 14 Validitas Konvergen .....	77
Tabel 4. 15 Validitas Diskriminan (Hetero-Monotrait Test) .....	79
Tabel 4. 16 Uji Multikolinearitas .....	80
Tabel 4. 17 Uji F-Square.....	81
Tabel 4. 18 Koefisien Determinasi.....	82
Tabel 4. 19 Uji Hipotesis .....	83
Tabel 4. 20 Hasil Pengujian IPMA Konstruk Variabel <i>Repurchase Intention</i> .....	88
Tabel 4. 21 Hasil Pengujian IPMA Konstruk Indikator <i>Repurchase Intention</i> ....	91

## DAFTAR GAMBAR

Gambar 1. 1 Essential Digital Headlines in Indonesia.....	2
Gambar 1. 2 Most Used Social Media Platform in Indonesia.....	3
Gambar 1. 3 Tiktok <i>Live Shopping</i> .....	4
Gambar 1. 4 <i>Time Spent Using Social Media in Indonesia</i> .....	5
Gambar 2. 1 Model Penelitian .....	29
Gambar 4. 1 Hasil Model Pengukuran (Outer Model).....	75
Gambar 4. 2 Importance Performance Map Analysis.....	89
Gambar 4. 3 Importance Performance Map Analysis.....	93



## DAFTAR LAMPIRAN

<b>LAMPIRAN.....</b>	<b>A-1</b>
A. LAMPIRAN A – Hasil Uji Turnitin Isi Tesis Bab 1-5 .....	A-1
B. LAMPIRAN B – Hasil Uji Smart-PLS.....	B-1
Constuct Realibility & Validity .....	B-1
Outer Loading .....	B-1
Heterotrait-Monotrait Ratio .....	B-3
Multicollineary Statistics .....	B-3
Model Fit.....	B-3
Uji F-Square .....	B-3
Uji R-Square .....	B-4
Uji Hipotesis (Boothstraping) .....	B-4
Uji IPMA.....	B-4
C. LAMPIRAN C – Kuisieron Dalam Bentuk Google Form.....	C-8

