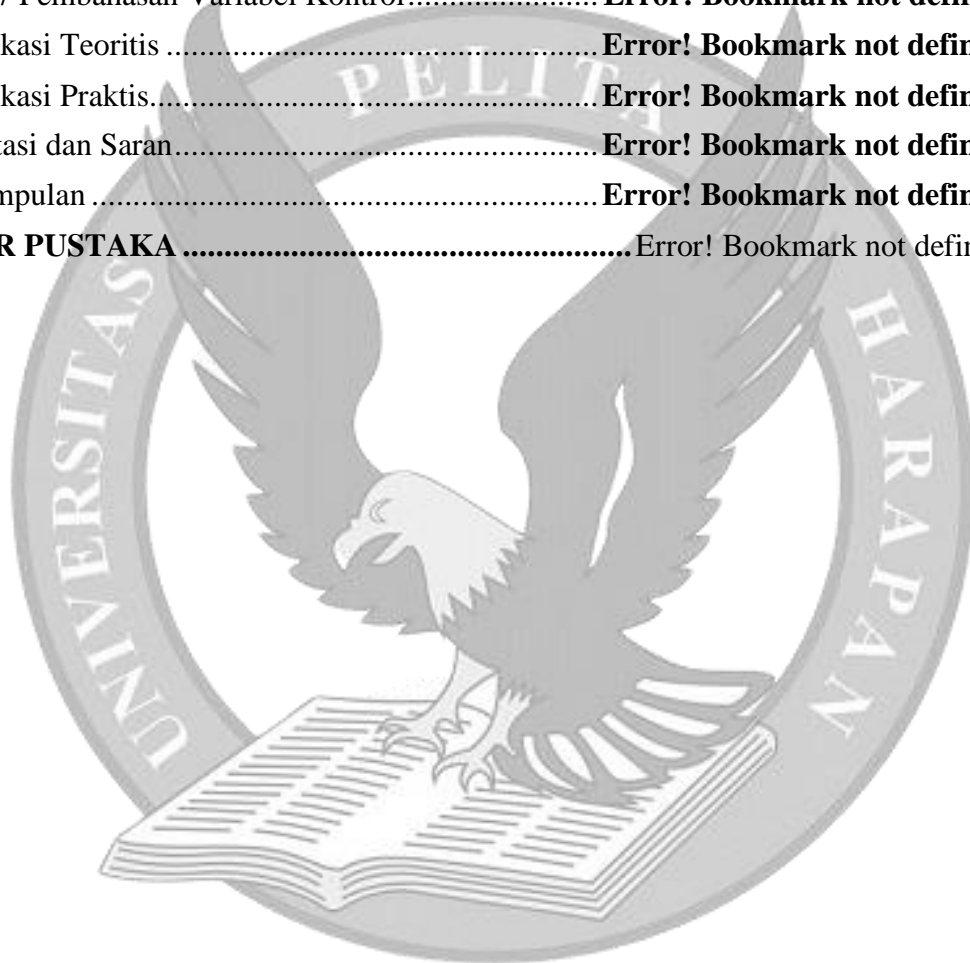


## DAFTAR ISI

<b>PENYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR</b>	Error! Bookmark not defined.
<b>PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR</b>	Error! Bookmark not defined.
<b>PERSETUJUAN TIM PENGUJI TUGAS AKHIR</b>	..... Error! Bookmark not defined.
<b>ABSTRAK</b>	..... Error! Bookmark not defined.
<b>ABSTRACT</b>	..... Error! Bookmark not defined.
<b>KATA PENGANTAR</b>	..... Error! Bookmark not defined.
<b>DAFTAR ISI</b>	..... <b>1</b>
<b>DAFTAR GAMBAR</b>	..... <b>4</b>
<b>DAFTAR TABEL</b>	..... <b>5</b>
<b>DAFTAR LAMPIRAN</b>	..... <b>6</b>
<b>BAB I PENDAHULUAN</b>	..... Error! Bookmark not defined.
1.1 Latar Belakang	..... <b>Error! Bookmark not defined.</b>
1.2 Perumusan Masalah	..... <b>Error! Bookmark not defined.</b>
1.3 Kesenjangan dan Keterbaharuan	..... <b>Error! Bookmark not defined.</b>
1.4 Pembatasan Masalah	..... <b>Error! Bookmark not defined.</b>
1.5 Tujuan dan Manfaat Penelitian	..... <b>Error! Bookmark not defined.</b>
1.5.1 Tujuan Penelitian	..... <b>Error! Bookmark not defined.</b>
1.5.2 Manfaat Penelitian	..... <b>Error! Bookmark not defined.</b>
1.6 Metodologi Penelitian	..... <b>Error! Bookmark not defined.</b>
1.6.1 Metode dan Jenis Penelitian	..... <b>Error! Bookmark not defined.</b>
1.6.2 Metode Pengumpulan Data	..... <b>Error! Bookmark not defined.</b>
1.6.3 Teknik Pengambilan Sampel	..... <b>Error! Bookmark not defined.</b>
1.6.4 Teori dan Variabel Penelitian	..... <b>Error! Bookmark not defined.</b>
1.6.5 Metode Analisis Data	..... <b>Error! Bookmark not defined.</b>
1.7 Sistematika Penulisan	..... <b>Error! Bookmark not defined.</b>
<b>BAB II LANDASAN TEORI</b>	..... Error! Bookmark not defined.
2.1 <i>Mobile Commerce</i>	..... <b>Error! Bookmark not defined.</b>
2.2 Pembelian Impulsif Secara Online ( <i>Online Impulse Buying</i> )	.. <b>Error! Bookmark not defined.</b>
2.2.1 Karakteristik Pembelian Impulsif	..... <b>Error! Bookmark not defined.</b>
2.2.2 Tipe Pembelian Impulsif	..... <b>Error! Bookmark not defined.</b>
2.3 Perilaku Impulsif ( <i>Impulsivity</i> )	..... <b>Error! Bookmark not defined.</b>
2.4 Promosi Penjualan ( <i>Sales Promotion</i> )	..... <b>Error! Bookmark not defined.</b>
2.5 Daya Tarik Iklan ( <i>Enticing Advertisement</i> )	..... <b>Error! Bookmark not defined.</b>
2.6 Sistem Pembayaran Digital Seluler ( <i>Mobile Digital Payment System</i> )	<b>Error! Bookmark not defined.</b>

2.7 Motivasi Belanja Hedonis ( <i>Hedonic Shopping Motivation</i> )....	<b>Error! Bookmark not defined.</b>
2.8 Adiksi <i>Smartphone</i> ( <i>Smartphone Addiction</i> ).....	<b>Error! Bookmark not defined.</b>
2.9 Hubungan Antar Variabel.....	<b>Error! Bookmark not defined.</b>
2.9.1 Hubungan Promosi Penjualan ( <i>Sales Promotion</i> ) Terhadap Pembelian Impulsif Secara <i>Online</i> .....	<b>Error! Bookmark not defined.</b>
2.9.2 Hubungan Daya Tarik Iklan ( <i>Enticing Advertisement</i> ) Terhadap Pembelian Impulsif Secara <i>Online</i> .....	<b>Error! Bookmark not defined.</b>
2.9.3 Hubungan Sistem Pembayaran Digital Seluler ( <i>Mobile Digital Payment System</i> ) Terhadap Pembelian Impulsif Secara <i>Online</i> .....	<b>Error! Bookmark not defined.</b>
2.9.4 Hubungan Motivasi Belanja Hedonis ( <i>Hedonic Shopping Motivation</i> ) Terhadap Pembelian Impulsif Secara <i>Online</i> .....	<b>Error! Bookmark not defined.</b>
2.9.5 Hubungan Perilaku Impulsif Terhadap Pembelian Impulsif Secara <i>Online</i>	<b>Error! Bookmark not defined.</b>
2.9.6 Hubungan Adiksi <i>Smartphone</i> ( <i>Smartphone Addiction</i> ) Terhadap Pembelian Impulsif Secara <i>Online</i> .....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODOLOGI PENELITIAN</b> .....	<b>Error! Bookmark not defined.</b>
3.1 Kerangka Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2 Instrumen Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3 Metode Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.4 Unit Analisis .....	<b>Error! Bookmark not defined.</b>
3.5 Sampel .....	<b>Error! Bookmark not defined.</b>
3.6 Jumlah Sampel .....	<b>Error! Bookmark not defined.</b>
3.7 Teknik Penyusunan Kuesioner.....	<b>Error! Bookmark not defined.</b>
3.8 Skala Pengukuran.....	<b>Error! Bookmark not defined.</b>
3.9 Uji Coba Instrumen Penelitian.....	<b>Error! Bookmark not defined.</b>
3.10 Rencana Analisis Data.....	<b>Error! Bookmark not defined.</b>
<b>BAB IV ANALISIS DAN PERANCANGAN SISTEM USULAN</b>	<b>Error! Bookmark not defined.</b>
4.1 Statistik Demografis .....	<b>Error! Bookmark not defined.</b>
4.2 Statistik Deskriptif Variabel Penelitian .....	<b>Error! Bookmark not defined.</b>
4.3 PLS SEM Confirmatory Factor Analysis (CFA) .....	<b>Error! Bookmark not defined.</b>
4.4 PLS SEM Discriminant Validity.....	<b>Error! Bookmark not defined.</b>
4.5 Common Method Bias.....	<b>Error! Bookmark not defined.</b>
4.6 PLS SEM Path Analysis .....	<b>Error! Bookmark not defined.</b>
4.7 Evaluasi Kebaikan dan Kecocokan Model PLS SEM	<b>Error! Bookmark not defined.</b>
4.7.1 R Square dan Q Square .....	<b>Error! Bookmark not defined.</b>
4.7.2 Model Fit.....	<b>Error! Bookmark not defined.</b>
4.7.3 PLS Predict.....	<b>Error! Bookmark not defined.</b>
4.7.4 Goodness of Fit Index .....	<b>Error! Bookmark not defined.</b>

4.8 Analisis Tambahan.....	<b>Error! Bookmark not defined.</b>
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>Error! Bookmark not defined.</b>
5.1 Pembahasan.....	<b>Error! Bookmark not defined.</b>
5.1.1 Pembahasan Hipotesis 1.....	<b>Error! Bookmark not defined.</b>
5.1.2 Pembahasan Hipoteses 2.....	<b>Error! Bookmark not defined.</b>
5.1.3 Pembahasan Hipoteses 3.....	<b>Error! Bookmark not defined.</b>
5.1.4 Pembahasan Hipoteses 4.....	<b>Error! Bookmark not defined.</b>
5.1.5 Pembahasan Hipoteses 5.....	<b>Error! Bookmark not defined.</b>
5.1.6 Pembahasan Hipoteses 6.....	<b>Error! Bookmark not defined.</b>
5.1.7 Pembahasan Variabel Kontrol.....	<b>Error! Bookmark not defined.</b>
5.2 Implikasi Teoritis .....	<b>Error! Bookmark not defined.</b>
5.3 Implikasi Praktis.....	<b>Error! Bookmark not defined.</b>
5.4 Limitasi dan Saran.....	<b>Error! Bookmark not defined.</b>
5.5 Kesimpulan .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA .....</b>	<b>Error! Bookmark not defined.</b>



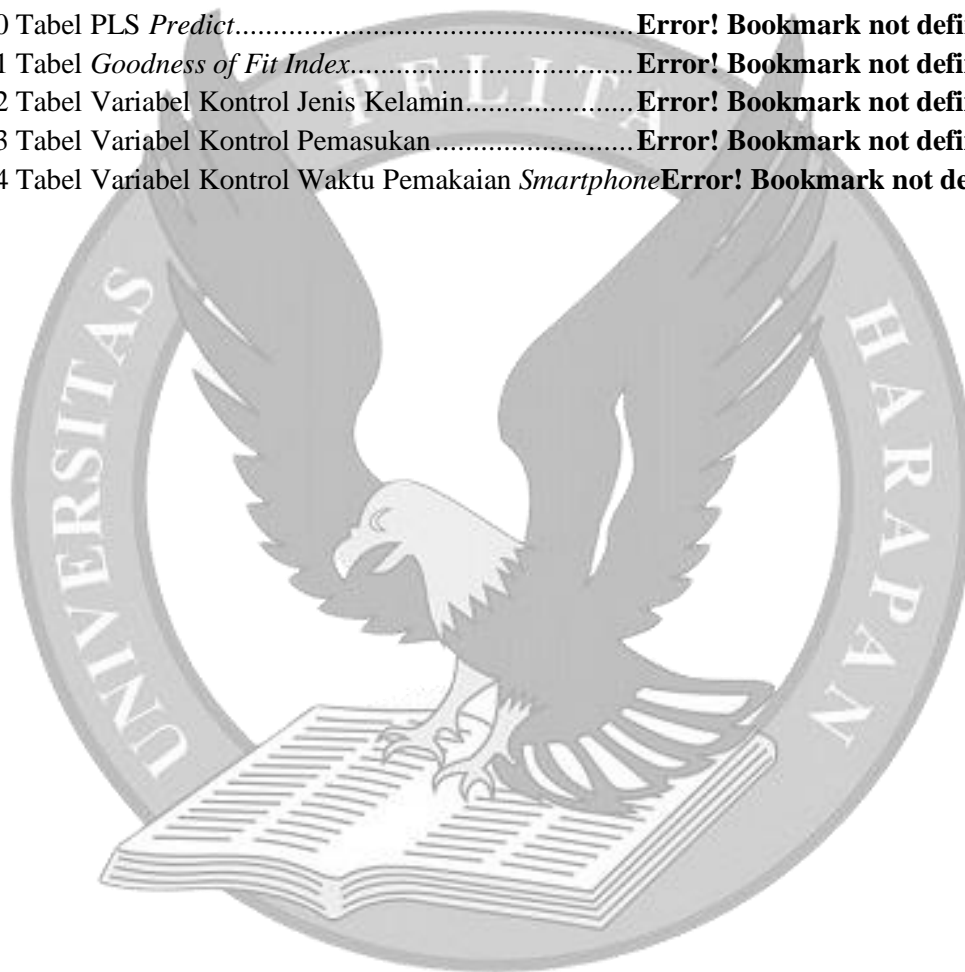
## DAFTAR GAMBAR

Gambar 3.1 Kerangka Penelitian Tugas Akhir ..... **Error! Bookmark not defined.**  
Gambar 4.1 *Output Path Coefficient* Kerangka Penelitian Tugas Akhir.... **Error! Bookmark not defined.**



## DAFTAR TABEL

Tabel 3.1 Tabel Instrumen Penelitian Tugas Akhir .....	<b>Error! Bookmark not defined.</b>
Tabel 4.1 Tabel Statistik Demografis.....	<b>Error! Bookmark not defined.</b>
Tabel 4.2 Tabel Statistik Deskriptif Variabel Penelitian .....	<b>Error! Bookmark not defined.</b>
Tabel 4.3 Tabel PLS SEM <i>Confirmatory Factor Analysis</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.4 Tabel <i>fornell-lacker</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.5 Tabel <i>Heterotrait-Monotrait Ratio</i> (HTMT).....	<b>Error! Bookmark not defined.</b>
Tabel 4.6 Tabel Uji Multikolinearitas .....	<b>Error! Bookmark not defined.</b>
Tabel 4.7 Tabel PLS SEM <i>Path Analysis</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.8 Tabel <i>R-square</i> dan <i>Q-square</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.9 Tabel <i>Model Fit</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.10 Tabel PLS <i>Predict</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.11 Tabel <i>Goodness of Fit Index</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.12 Tabel Variabel Kontrol Jenis Kelamin.....	<b>Error! Bookmark not defined.</b>
Tabel 4.13 Tabel Variabel Kontrol Pemasukan .....	<b>Error! Bookmark not defined.</b>
Tabel 4.14 Tabel Variabel Kontrol Waktu Pemakaian <i>Smartphone</i>	<b>Error! Bookmark not defined.</b>



## DAFTAR LAMPIRAN

LAMPIRAN A FORM MONITORING BIMBINGAN .....	A-Error! Bookmark not defined.
LAMPIRAN B DOKUMENTASI SCREENSHOT BUKTI KOLEKSI DATAB-	Error! Bookmark not defined.
LAMPIRAN C PENELITI TERDAHULU .....	C-Error! Bookmark not defined.
LAMPIRAN D HASIL OUTPUT SPSS .....	D-Error! Bookmark not defined.
LAMPIRAN E HASIL OUTPUT SmartPLS .....	E-Error! Bookmark not defined.
LAMPIRAN F KUESIONER PENELITIAN .....	F-Error! Bookmark not defined.
LAMPIRAN G JAWABAN RESPONDEN.....	G-Error! Bookmark not defined.
LAMPIRAN H DATA PENELITIAN.....	H-Error! Bookmark not defined.

