

TABLE OF CONTENTS

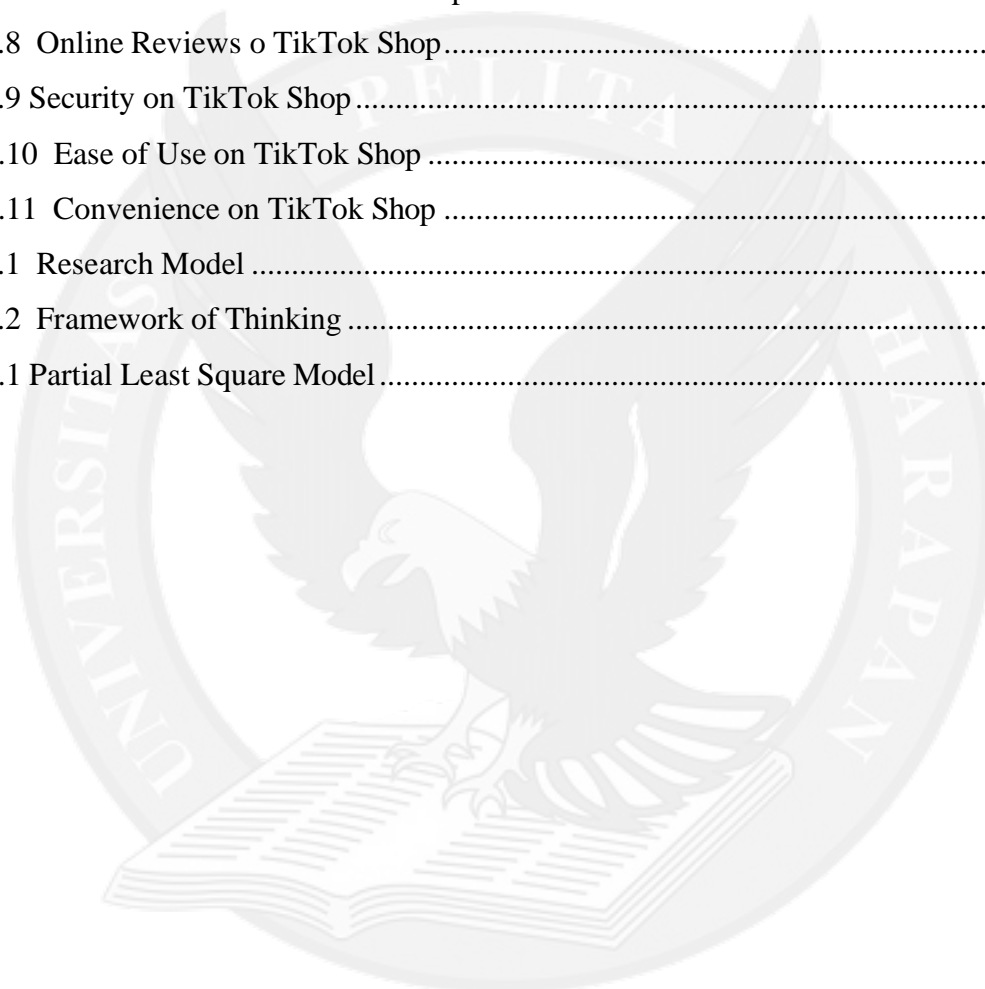
TITLE	i
ABSTRACT	ii
ABSTRAK.....	ii
TABLE OF CONTENTS.....	iv
LIST OF FIGURES	vii
LIST OF TABLES	viii
TABLE OF APPENDICES	ix
CHAPTER I INTRODUCTION	1
1.1. Background of the study	1
1.2. Problem Limitation.....	12
1.3. Problem Formulation	12
1.4. Objective of the Research.....	13
1.5. Benefit of the Research.....	13
1.5.1. Theoretical Benefit	13
1.5.2. Practical Benefit.....	14
CHAPTER II LITERATURE AND HYPOTHESIS DEVELOPMENT	15
2.1. Theoretical Background.....	15
2.1.1 Social Influential Theory	15
2.1.2 Information Processing Theory	15
2.1.3 Social Exchange Theory.....	16
2.1.4 Live Streaming	17
2.1.5 Celebrity Endorsement	20
2.1.6 Promotional Tools	23
2.1.7 Online Reviews	26
2.1.8 Security.....	29
2.1.9 Ease of Use	32
2.1.10 Convenience	35
2.1.11 Online Shopping Behavior	37
2.2 Previous Research.....	40

2.3	Hypothesis Development.....	41
2.3.1	Relationship between Live Streaming and Online Shopping Behavior.....	41
2.3.2	Relationship relevant between Celebrity Endorsement to Online Shopping Behavior	42
2.3.3	Relationship relevant between Promotional Tools to Online Shopping Behavior	42
2.3.4	Relationship relevant between Online Reviews to Online Shopping Behavior	43
2.3.5	Relationship relevant between Security to Online Shopping Behavior.....	43
2.3.6	Relationship relevant between Ease of Use to Online Shopping Behavior	44
2.3.7	Relationship relevant between Convenience to Online Shopping Behavior	44
2.4	Research Model	45
2.5	Frame of Thinking	46
CHAPTER III RESEARCH METHODOLOGY		47
3.1	Research Design	47
3.2	Population and Samples.....	48
3.2.1	Population.....	48
3.2.2	Sample.....	48
3.3	Data Collection Methods	49
3.4	Operational Variable Definition and Variable Measurement	53
3.5	Data Analysis Method	54
3.5.1	Data Analysis Method	65
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....		67
4.1	Overview of TikTok Shop	67
4.2	Data Analysis.....	69
4.2.1	Descriptive Statistics	69
4.2.1.1	Characteristics of Respondents	69
4.2.2	Statistics Descriptive	71
4.2.3	Partial Least Square Model	75
4.2.4	Outer Model Evaluation	76

4.2.4.1	Validity Test	76
4.2.4.2	Discriminant Validity Test	77
4.2.4.3	Reliability Test	79
4.2.5	Inner Model Evaluation.....	80
4.2.5.1	Coefficient of Determination.....	80
4.2.5.2	F Square.....	81
4.2.6	Model Fit	82
4.2.7	Hypothesis Testing.....	82
4.3	Discussion.....	84
CHAPTER V CONCLUSION		99
5.1	Conclusion.....	99
5.1.1	Conclusion for Hypothesis	102
511	The Relationship between Live Streaming and Online Shopping Behavior.....	102
512	The Relationship between Celebrity Endorsement and Online Shopping Behavior	102
513	The Relationship between Promotion Tools and Online Shopping Behavior	103
514	The Relationship between Online Reviews and Online Shopping Behavior	103
515	The Relationship between Security and Online Shopping Behavior.....	104
516	The Relationship between Ease-of-Use and Online Shopping Behavior	105
517	The Relationship between Convenient and Online Shopping Behavior	105
5.2	Theoretical Implication.....	106
5.3	Managerial Implication.....	108
5.4	Recommendations.....	110
REFERENCES.....		111
APPENDICES		115

LIST OF FIGURES

Figure 1.1 Data Covid-19.....	2
Figure 1.2 TikTok in Appstore.....	3
Figure 1.3 Most Number of TikTok Users in the World (January 2023).....	3
Figure 1.4 Live Streaming on TikTok Shop.....	5
Figure 1.5 Celebrity Endorsement on TikTok Shop	5
Figure 1.6 Effect of Celebrity Endorsement on TikTok Shop	6
Figure 1.7 Promotion Tools on TikTok Shop	6
Figure 1.8 Online Reviews o TikTok Shop.....	7
Figure 1.9 Security on TikTok Shop	8
Figure 1.10 Ease of Use on TikTok Shop	9
Figure 1.11 Convenience on TikTok Shop	10
Figure 2.1 Research Model	45
Figure 2.2 Framework of Thinking	46
Figure 4.1 Partial Least Square Model.....	75



LIST OF TABLES

Table 2.1 Previous Research	40
Table 3.1 List of Questionnaire	51
Table 3.2 Definition of Operational Variable.....	53
Table 3.3 Description of construct indicators.....	56
Table 4.1 Characteristic of the respondents.....	69
Table 4.2 Descriptive Statistics	71
Table 4.3 Validity Test Results	76
Table 4.4 Discriminant Validity Test Results	77
Table 4.5 Reliability Test Results	79
Table 4.6 Coefficient of Determination Results.....	80
Table 4.7 The Effect Size Test Results	81
Table 4.8 The Model Fit Test Results	82
Table 4.9 Hypothesis Testing Results	83
Table 4.10 Indicators of Online Reviews Variable	88
Table 4.11 Indicators of Celebrity Endorsement Variable.....	89
Table 4.12 Indicators of Convenient Variable	91
Table 4.13 Indicators of Live Streaming Variable	93
Table 4.14 Indicators of Ease-of-Use Variable	94
Table 4.15 Indicators of Promotion Tools Variable.....	96
Table 4.16 Indicators of Promotion Tools Variable.....	97
Table 5.1 Theoretical Implications.....	106

TABLE OF APPENDICES

Appendix 1. Research Instrument.....	115
Appendix 2. Research Data.....	122
Appendix 3. Smart-PLS Output.....	128

