

## DAFTAR ISI

ABSTRAK .....	vi
ABSTRACT .....	vii
KATA PENGANTAR.....	viii
DAFTAR ISI.....	x
DAFTAR TABEL .....	xiv
DAFTAR GAMBAR .....	xv
DAFTAR LAMPIRAN .....	xvi
BAB I PENDAHULUAN .....	1
1.1. Latar Belakang Masalah .....	1
1.2. Pertanyaan Penelitian.....	10
1.3. Tujuan Penelitian .....	10
1.4. Kontribusi Penelitian .....	11
1.4.1. Kontribusi Penelitian Teoritis.....	11
1.4.2. Kontribusi Penelitian Praktis .....	14
1.5. Batasan Penelitian.....	16
1.6. Garis Besar Penelitian.....	17
BAB II TINJAUAN LITERATUR .....	18
2.1. Theory Information Acceptance Model (IAM) .....	18
2.2. Electronic Word of Mouth (eWOM) .....	19
2.3. Online Purchase Intention.....	21
2.4. Information Quality .....	22
2.5. Information Quantity .....	23
2.6. Information Quantity .....	24
2.7. Needs of Information .....	24
2.8. Attitude Towards Information .....	25
2.9. Information Usefulness.....	25
2.10. Information Adoption .....	26
2.11. Hubungan Antar Variabel.....	26
2.11.1 Information Quality terhadap Information Usefulness.....	26
2.11.2 Information Quantity terhadap Information Usefulness.....	27

2.11.3	Information Credibility terhadap Information Usefulness.....	28
2.11.4	Information Credibility terhadap Information Usefulness.....	29
2.11.5	Attitude Towards Information terhadap Information Usefulness .	30
2.11.6	Information Usefulness terhadap Information Adoption.....	31
2.11.7	Information Adoption terhadap Online Purchasase Intention .....	32
2.12.	Model dan Hipotesis Penelitian .....	33
<b>BAB III METODE PENELITIAN .....</b>		<b>34</b>
3.1.	Paradigma Penelitian .....	34
3.2.	Metode Penelitian .....	35
3.3.	Desain Penelitian .....	35
3.4.	Unit Analisis .....	36
3.5.	Pengukuran Variabel.....	36
3.6.	Definisi Operasional dan Variabel.....	37
3.6.1	Skala Pengukuran .....	41
3.7.	Metode Pengumpulan Data.....	43
3.8.	Teknik Pembuatan Kuesioner.....	44
3.8.1	Prinsip Kata-Kata.....	44
3.8.2	Tampilan Umum Kuesioner.....	45
3.8.3	Penerjemahan Kembali dengan Identifikasi .....	45
3.8.4	Kuesioner .....	46
3.8.5	Kuesioner <i>Online</i> .....	47
3.9.	Etika Pengumpulan Data .....	48
3.10.	Proses Pengambilan Sampel.....	51
3.11.	Metode Analisis Data.....	52
3.11.1	Analisis Deskriptif .....	52
3.11.2	Studi Pendahuluan .....	54
3.11.3	Studi Aktual .....	55
3.12.	SEM-PLS ( <i>Structural Equational Modeling-Partial Least Square</i> ) .....	55
3.13.	<i>Pilot Test</i> .....	56
3.14.	<i>Outer Model (Measurement Model)</i> .....	57
3.14.1	Reliability.....	57
3.14.2	Convergent Validity.....	58
3.14.3	Discriminant Validity .....	58
3.14.4	Goodness of Fit (GoF) .....	59

3.15.	<i>Inner Model (Structural Model)</i>	60
3.15.1	R <sup>2</sup> (R Square)	60
3.15.2	F <sup>2</sup> (F Square)	60
3.15.3	Q <sup>2</sup> (Q Square)	61
3.15.4	Uji Hipotesis	61
3.15.5	IPMA	61
BAB IV HASIL DAN PEMBAHASAN		62
4.1.	Hasil Uji Pilot Test	62
4.1.1	Hasil Uji Validitas Pertama	63
4.1.2	Hasil Uji Validitas Tahap Kedua	65
4.2.	Analisis Deskriptif	68
4.2.1	Profil Responden	68
4.2.2	Analisis Deskriptif Variabel <i>Information Quality</i>	70
4.2.3	Analisis Deskriptif Variabel <i>Information Quantity</i>	70
4.2.4	Analisis Deskriptif Variabel <i>Information Credibility</i>	71
4.2.5	Analisis Deskriptif Variabel <i>Needs of Information</i>	71
4.2.6	Analisis Deskriptif Variabel <i>Attitude Towards Information</i>	72
4.2.7	Analisis Deskriptif Variabel <i>Information Usefulness</i>	73
4.2.8	Analisis Deskriptif Variabel <i>Information Adoption</i>	73
4.2.9	Analisis Deskriptif Variabel <i>Online Purchase Intention</i>	74
4.3.	Hasil Uji Studi Aktual	75
4.3.1	Hasil Uji Validitas Aktual Test	75
4.3.2	Hasil Uji <i>Reliability</i> Aktual Test	76
4.3.3	<i>Average Variance Extracted (AVE)</i>	76
4.3.4	<i>Discriminant Validity</i>	77
4.3.5	<i>Model Fit</i>	78
4.3.6	Pengujian <i>Inner Model</i>	79
4.4.	Hasil Pembahasan	85
4.4.1	<i>Information Quality Terhadap Information Usefulness</i>	86
4.4.2	<i>Information Quantity Terhadap Information Usefulness</i>	88
4.4.3	<i>Information Credibility Terhadap Information Usefulness</i>	89
4.4.4	<i>Needs of Information Terhadap Information Usefulness</i>	90
4.4.5	<i>Attitude Towards Information Terhadap Information Usefulness</i>	92
4.4.6	<i>Information Usefulness Terhadap Information Adoption</i>	93

4.4.7	<i>Information Adoption Terhadap Online Purchase Intention</i> .....	94
4.5.	IPMA.....	85
BAB V KESIMPULAN DAN SARAN .....		95
5.1.	Kesimpulan .....	95
5.2.	Implikasi Teoritis .....	96
5.3.	Implikasi Manajerial .....	96
5.4.	Keterbatasan Penelitian dan Saran Untuk Penelitian Selanjutnya .....	99
DAFTAR BACAAN .....		103
LAMPIRAN .....		116



## DAFTAR TABEL

Tabel 3. 1 Definisi Operasional dan Definisi Konseptual Penelitian .....	37
Tabel 3. 2 Skala Interval.....	53
Tabel 4. 1 Hasil Outer Loading Tahap Pertama .....	64
Tabel 4. 2 Hasil Outer Loading Tahap Kedua.....	66
Tabel 4. 3 Hasil Reliabilitas Tahap Kedua.....	67
Tabel 4. 4 Hasil Uji Average Variance Extracted .....	67
Tabel 4. 5 Demografi Responden .....	68
Tabel 4. 6 Analisis Deskriptif Variabel Information Quality .....	70
Tabel 4. 7 Analisis Deskriptif Variabel Information Quantity .....	70
Tabel 4. 8 Analisis Deskriptif Variabel Information Credibility.....	71
Tabel 4. 9 Analisis Deskriptif Variabel Needs of Information.....	72
Tabel 4. 10 Analisis Deskriptif Variabel Attitude Towards Information .....	72
Tabel 4. 11 Analisis Deskriptif Variabel Information Usefulness .....	73
Tabel 4. 12 Analisis Deskriptif Variabel Information Adoption.....	74
Tabel 4. 13 Analisis Deskriptif Variabel <i>Online</i> Purchase Intention .....	74
Tabel 4. 14 Hasil Outer Model Aktual Test .....	75
Tabel 4. 15 Hasil Uji Reliabilitas .....	76
Tabel 4. 16 Hasil Uji Average Variance Extracted (AVE) .....	76
Tabel 4. 17 Hasil Fornell Larcker Criterion .....	77
Tabel 4. 18 Hasil HTMT .....	78
Tabel 4. 19 Hasil Uji Model Fit.....	78
Tabel 4. 20 Hasil Uji R Square.....	79
Tabel 4. 21 Hasil Uji F Square .....	81
Tabel 4. 22 Hasil Uji Q Square .....	82
Tabel 4. 23 Hasil Uji Hipotesis .....	83
Tabel 4. 24 Hasil IPMA .....	96
Tabel 5. 1 Perbandingan dengan Penelitian Sebelumnya .....	99

## DAFTAR GAMBAR

Gambar 1. 1. Alur Penelitian .....	1
Gambar 1. 2. Grafik Pemasaran Produk Perawatan Rambut.....	4
Gambar 1. 3. Visualisasi.....	8
Gambar 2. 1 Alur Penulisan Bab 2.....	18
Gambar 2. 2. Model Penelitian.....	33
Gambar 3. 1 Alur Penulisan Bab 3.....	34
Gambar 3. 2 Kuadran IPMA.....	64
Gambar 4. 1. Alur Penelitian .....	62
Gambar 4. 2. Outer Loading Tahap Pertama.....	63
Gambar 4. 3. Outer Loading Tahap Kedua .....	65
Gambar 4. 4. Uji Hipotesis .....	82
Gambar 4. 5 Hasil Grafik IPMA .....	97
Gambar 5. 1. Alur Penulisan Bab 5.....	100

## DAFTAR LAMPIRAN

1.	Lampiran Aktual Test .....	116
1.1	Lampiran Kuesioner Aktual .....	116
1.2	Hasil Kuesioner .....	121
1.3	Analisis Deskriptif .....	124
1.4	Outer Model.....	125
1.5	Outer Loadings .....	126
1.6	Construct Reliability dan Validity .....	126
1.7	Discriminant Validity .....	127
1.8	R Square .....	128
1.9	VIF.....	128
1.10	Model Fit .....	129
1.11	Bootstrapping.....	129
1.12	Path Coefficients.....	130
1.13	PLS Predict - LV Prediction Summary .....	130
1.14	IPMA .....	131