

TABLE OF CONTENTS

| | |
|--|------|
| PERNYATAAN KEASLIAN KARYA TUGAS AKHIR | i |
| PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR | ii |
| PERSETUJUAN TIM PENGUJI TUGAS AKHIR..... | iii |
| PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR..... | iv |
| <i>ABSTRAK</i> | vi |
| ABSTRACT..... | vii |
| PREFACE | viii |
| TABLE OF CONTENTS..... | x |
| LIST OF TABLES | xiv |
| LIST OF FIGURES | xv |
| CHAPTER I INTRODUCTION..... | 1 |
| 1.1 Background of the Study..... | 1 |
| 1.2. Problem Formulation..... | 9 |
| 1.3. Problem Limitation | 10 |
| 1.4. Objective of the Research | 11 |
| 1.5. Benefits of the Research..... | 12 |
| 1.5.1. Theoretical Benefit..... | 12 |
| 1.5.2. Practical Benefit..... | 12 |
| 1.6. Writing Systematics | 14 |
| CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT | 16 |
| 2.1. Consumer Behavior Theory | 16 |
| 2.1.1. Impulse Buying Theory..... | 18 |
| 2.1.2. Stimulus-Organism-Response (SOR) Theory..... | 20 |
| 2.2. E-Commerce..... | 22 |
| 2.2.1. Online Shopping | 22 |
| 2.2.1.1 Live stream shopping..... | 23 |

| | |
|--|----|
| 2.3. Social Influence Theory | 24 |
| 2.4. Research Variables | 26 |
| 2.4.1. Impulse Buying Tendency (IBT) | 26 |
| 2.4.2. Shopping Enjoyment Tendency (SET) | 27 |
| 2.4.3. Consumer Mood (CM)..... | 27 |
| 2.4.4. Product Attributes (PA) | 28 |
| 2.4.5. Website Quality (WQ) | 29 |
| 2.4.6. Marketing Stimuli (MS)..... | 30 |
| 2.4.7. Social Influence (SI) | 31 |
| 2.5. Previous Research | 34 |
| 2.6. Hypothesis Development | 43 |
| 2.6.1. Relationship between Impulsive Buying Tendency towards Impulsive Buying Behavior | 43 |
| 2.6.2. Relationship between Shopping Enjoyment Tendency towards Impulsive Buying Behavior | 44 |
| 2.6.3. Relationship between Consumer Mood towards Impulsive Buying Behavior | 44 |
| 2.6.4. Relationship between Product Attributes towards Impulsive Buying Behavior | 45 |
| 2.6.5. Relationship between Website Quality towards Impulsive Buying Behavior | 46 |
| 2.6.6. Relationship between Marketing Stimuli towards Impulsive Buying Behavior | 46 |
| 2.6.7. Relationship between Social Influence towards Impulsive Buying Behavior | 47 |
| 2.7. Research Model..... | 49 |
| CHAPTER III RESEARCH METHODOLOGY | 50 |
| 3.1. Research Object..... | 50 |
| 3.2. Unit of Analysis | 51 |

| | | |
|--|---|----|
| 3.3 | Research Type | 51 |
| 3.4. | Measurement of Research Variables..... | 52 |
| 3.4.1 | Variable Measurement Scale..... | 53 |
| 3.4.2 | Conceptual and Operational Definitions of Variables | 53 |
| 3.5. | Population and Sample..... | 61 |
| 3.5.1 | Determining the Number of Samples..... | 62 |
| 3.5.2 | Sampling Method | 62 |
| 3.6. | Data Collection Method | 63 |
| 3.7. | Data Analysis Method..... | 64 |
| 3.7.1 | Model Analysis in PLS-SEM..... | 65 |
| 3.7.2 | Hypothesis Testing..... | 70 |
| 3.8 | Results of Pretests | 70 |
| CHAPTER IV RESULTS AND DISCUSSION..... | | 74 |
| 4.1. | Shopee Live..... | 74 |
| 4.2 | Respondent Profile | 77 |
| 4.3 | Descriptive Analysis | 79 |
| 4.2.1 | Descriptive Analysis of Independent Variables..... | 81 |
| 4.2.1.1 | Descriptive Analysis of Impulse Buying Tendency..... | 81 |
| 4.2.1.2 | Descriptive Analysis of Shopping Enjoyment Tendency | 83 |
| 4.2.1.3 | Descriptive Analysis of Consumer Mood..... | 84 |
| 4.2.1.4 | Descriptive Analysis of Product Attributes..... | 85 |
| 4.2.1.5 | Descriptive Analysis of Website Quality | 86 |
| 4.2.1.6 | Descriptive Analysis of Marketing Stimuli..... | 87 |
| 4.2.1.7 | Descriptive Analysis of Social Influence | 88 |
| 4.2.2 | Descriptive Analysis of Dependent Variables | 89 |
| 4.3 | Inferential Analysis | 90 |
| 4.3.1 | Measurement Model (Outer Model) | 91 |
| 4.3.1.1 | Validity Test..... | 93 |

| | |
|---|-----|
| 4.3.1.2 Reliability Test..... | 96 |
| 4.3.2 Structural Model Results (Inner Model) | 98 |
| 4.3.2.1 Multicollinearity..... | 100 |
| 4.3.2.2 Determinant Coefficient (R^2) | 101 |
| 4.3.2.3 Effect Size (f^2)..... | 102 |
| 4.3.2.4 Q^2 predict | 104 |
| 4.3.2.5 Hypothesis Testing..... | 104 |
| CHAPTER V CONCLUSION | 116 |
| 5.1 Research Conclusion..... | 116 |
| 5.2 Managerial Implications..... | 118 |
| 5.3 Theoretical Implications..... | 119 |
| 5.4 Limitations and Suggestions for Future Research | 119 |
| BIBLIOGRAPHY | 121 |
| APPENDIX | 1 |
| APPENDIX A: Questionnaire | 1 |
| APPENDIX B: SmartPLS Results | 1 |
| APPENDIX C: Turnitin (Plagiarism Checker) Results | 1 |

LIST OF TABLES

| | |
|--|-----|
| Table 2.1 Previous Research..... | 35 |
| Table 3.1 Likert Scale Measurement | 53 |
| Table 3.2 Conceptual and Operational Definition | 57 |
| Table 3.3 Validity Pretest Results..... | 71 |
| Table 3.4 Reliability Pretest Results | 72 |
| Table 4.1 Sample Selection..... | 77 |
| Table 4.2 Profile of Respondents | 78 |
| Table 4.3 Scale Category | 80 |
| Table 4.4 Description of Impulse Buying Tendency | 82 |
| Table 4.5 Description of Shopping Enjoyment Tendency | 83 |
| Table 4.6 Description of Consumer Mood..... | 84 |
| Table 4.7 Description of Product Attributes | 85 |
| Table 4.8 Description of Website Quality | 86 |
| Table 4.9 Description of Marketing Stimuli | 87 |
| Table 4.10 Description of Social Influence..... | 88 |
| Table 4.11 Description of Impulse Buying Behavior | 90 |
| Table 4.12 Outer loading values | 94 |
| Table 4.13 Average Variance Extracted (AVE) | 95 |
| Table 4.14 Heterotrait-Monotrait Ratio (HTMT) | 95 |
| Table 4.15 Cronbach Alpha | 96 |
| Table 4.16 Composite Reliability Values | 97 |
| Table 4.17 Inner Variance Inflation Factor (VIF)..... | 100 |
| Table 4.18 R-squared values | 101 |
| Table 4.19 F-squared values | 103 |
| Table 4.20 Q-squared values..... | 104 |
| Table 4.21 Hypothesis Testing..... | 105 |

LIST OF FIGURES

| | |
|---|----|
| Figure 1.1: Number of users of e-commerce in Indonesia from 2019 to 2028..... | 1 |
| Figure 1.2: E-commerce market volume in Southeast Asia from 2021 to 2022, with forecasts from 2023 to 2030, by country (in billion U.S. dollars) by S. Ganbold .. | 2 |
| Figure 1.3: Most popular international marketplaces in Indonesia as of 2nd quarter 2022, by monthly web visits (in 1,000 clicks) by Hanadian Nurhayati-Wolff..... | 3 |
| Figure 1.4: Most Used Live Streaming Online Shopping Platforms in 2022 | 5 |
| Figure 2.1 Research Model | 49 |
| Figure 4.1 Shopee Live Broadcast View | 75 |
| Figure 4.2: Shopee Live Coins..... | 76 |
| Figure 4.3 Outer Model..... | 92 |
| Figure 4.4 Inner Model | 99 |

