

DAFTAR ISI

LEMBAR PENGESAHAN	i
LEMBAR ORISINALITAS	ii
ABSTRAK	iii
ABSTRACT	iv
LEMBAR PERSEMBAHAN	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	viii
DAFTAR GAMBAR.....	xiii
DAFTAR TABEL	xiv
DAFTAR LAMPIRAN	xv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Pertanyaan Penelitian	6
1.3 Tujuan Penelitian	7
1.4 Manfaat Penelitian	8
BAB II KAJIAN PUSTAKA	9
2.1 Teori Pendukung	9
2.1.1 <i>Panic Buying</i>	9
2.1.2 <i>Uncertainty</i>	10

2.1.3	<i>Anxiety</i>	12
2.1.4	<i>Perceived Scarcity</i>	14
2.1.5	<i>Anticipated Regret</i>	15
2.1.6	<i>Perceived Price</i>	16
2.2.	Penelitian Terdahulu	18
2.2.1	<i>Uncertainty</i> dan <i>Panic Buying</i>	18
2.2.2	<i>Anxiety</i> dan <i>Panic Buying</i>	19
2.2.3	<i>Perceived Scarcity</i> dan <i>Panic Buying</i>	20
2.2.4	<i>Anticipated Regret</i> dan <i>Panic Buying</i>	21
2.2.5	<i>Perceived Price</i> dan <i>Panic Buying</i>	21
2.2.6	<i>Uncertainty</i> dan <i>Anxiety</i>	21
2.2.7	<i>Perceived Scarcity</i> dan <i>Anxiety</i>	22
2.2.8	<i>Perceived Scarcity</i> dan <i>Anticipated Regret</i>	22
2.2.9	<i>Anxiety</i> sebagai Mediasi.....	23
2.2.10	<i>Anticipated Regret</i> sebagai Mediasi.....	23
2.3.	Kerangka Pemikiran.....	26
2.4.	Pengembangan Hipotesis Penelitian	26
2.4.1	Hubungan antara <i>uncertainty</i> terhadap <i>panic buying</i>	26
2.4.2	Hubungan antara <i>anxiety</i> terhadap <i>panic buying</i>	27
2.4.3	Hubungan antara <i>perceived scarcity</i> terhadap <i>panic buying</i>	28
2.4.4	Hubungan antara <i>anticipated regret</i> terhadap <i>panic buying</i>	28
2.4.5	Hubungan antara <i>perceived price</i> terhadap <i>panic buying</i>	28
2.4.6	Hubungan antara <i>uncertainty</i> terhadap <i>anxiety</i>	29

2.4.7	Hubungan antara <i>perceived scarcity</i> terhadap <i>anxiety</i>	29
2.4.8	Hubungan antara <i>perceived scarcity</i> terhadap <i>anticipated regret</i>	30
2.4.9	Hubungan antara <i>uncertainty</i> terhadap <i>panic buying</i> dimediasi <i>anxiety</i> . 30	
2.4.10	Hubungan antara <i>perceived scarcity</i> terhadap <i>panic buying</i> dimediasi <i>anxiety</i>	31
2.4.11	Hubungan <i>perceived scarcity</i> terhadap <i>panic buying</i> dengan <i>anticipated regret</i> sebagai mediasi.....	31
BAB III METODE PENELITIAN		33
3.1	Waktu dan Tempat Penelitian	33
3.2	Desain Penelitian.....	33
3.3	Populasi dan Sampel	33
3.3.1	Populasi	33
3.3.2	Sampel.....	33
3.4	Pengembangan Instrumen	34
3.4.1	<i>Uncertainty</i>	35
3.4.2	<i>Perceived Scarcity</i>	36
3.4.3	<i>Anxiety</i>	37
3.4.4	<i>Anticipated Regret</i>	38
3.4.5	<i>Perceived Price</i>	39
3.4.6	<i>Panic Buying</i>	40
3.5	Teknik Pengumpulan Data.....	40
3.6	Teknis Analisis Data	41

3.6.1 Uji Validitas	41
3.6.2 Uji Reliabilitas.....	42
3.6.3 Uji Kelayakan Model	42
3.6.4 Uji Hipotesis.....	42
BAB IV HASIL DAN PEMBAHASAN	43
4.1 Deskripsi Data.....	43
4.1.1 Profil Responden	43
4.1.2 Profil Data	46
4.2 Hasil	51
4.2.1 Uji Validitas dan Reliabilitas	51
4.2.2 Uji SEM (<i>Structural Equation Modeling</i>).....	53
4.2.3 Uji Hipotesis.....	55
4.3 Pembahasan.....	57
4.3.1 Hubungan antara <i>uncertainty</i> terhadap <i>panic buying</i>	57
4.3.2 Hubungan antara <i>anxiety</i> terhadap <i>panic buying</i>	58
4.3.3 Hubungan antara <i>perceived scarcity</i> terhadap <i>panic buying</i>	59
4.3.4 Hubungan antara <i>anticipated regret</i> terhadap <i>panic buying</i>	59
4.3.5 Hubungan antara <i>perceived price</i> terhadap <i>panic buying</i>	60
4.3.6 Hubungan antara <i>uncertainty</i> terhadap <i>anxiety</i>	60
4.3.7 Hubungan antara <i>perceived scarcity</i> terhadap <i>anxiety</i>	60
4.3.8 Hubungan antara <i>perceived scarcity</i> terhadap <i>anticipated regret</i>	61
4.3.9 Hubungan antara <i>uncertainty</i> terhadap <i>panic buying</i> dengan <i>anxiety</i> sebagai mediasi	61

4.3.10 Hubungan antara <i>perceived scarcity</i> terhadap <i>panic buying</i> dengan <i>anxiety</i> sebagai mediasi.....	62
4.3.11 Hubungan antara <i>perceived scarcity</i> terhadap <i>panic buying</i> dengan <i>anticipated regret</i> sebagai mediasi.....	62
BAB V PENUTUP.....	63
5.1 Kesimpulan	63
5.2 Implikasi.....	64
5.3 Keterbatasan Penelitian.....	65
5.4 Rekomendasi Penelitian Selanjutnya	66
DAFTAR PUSTAKA	67
LAMPIRAN.....	73
DAFTAR RIWAYAT HIDUP	87

