

DAFTAR ISI

LEMBAR PENGESAHAN	I
LEMBAR ORISINALITAS.....	III
KATA PENGANTAR	IV
DAFTAR ISI.....	VI
DAFTAR GAMBAR	VII
DAFTAR TABEL	VIII

BAB I. PENDAHULUAN

1.1	Latar Belakang.....	1
1.2	Perumusan Masalah	7
1.3	Tujuan Penelitian.....	8
1.4	Manfaat Penelitian.....	8

BAB II KAJIAN PUSTAKA

2.1	Teori Pendukung.....	10
2.1.1	<i>SOR Theory</i>	10
2.2	<i>Impulsive Buying</i> (Y).....	11
2.2.1	Definisi <i>Impulsive Buying</i>	11
2.2.2	Indikator <i>Impulsive Buying</i>	12
2.3	<i>Mobile App Design</i>	14
2.3.1	Definisi <i>Mobile App Design</i>	14
2.3.2	Indikator <i>Mobile App Design</i>	15
2.4	<i>Marketing Stimulus</i>	17
2.4.1	Definisi <i>Marketing Stimulus</i>	17

2.4.2	Indikator <i>Marketing Stimulus</i>	18
2.5	<i>Price Sensitivity</i>	21
2.5.1	Definisi <i>Price Sensitivity</i>	21
2.5.2	Indikator <i>Price Sensitivity</i>	21
2.6	<i>Perception of Cheapness</i>	24
2.6.1	Definisi <i>Perception of Cheapness</i>	25
2.6.2	Indikator <i>Perception of Cheapness</i>	25
2.7	Hasil Penelitian Terdahulu	27
2.8	Kerangka Teori dan Pengembangan Hipotesis.....	35
2.8.1	Pengaruh <i>Mobile app design</i> kepada <i>Perception off Cheapness</i>	35
2.8.2	Pengaruh <i>Marketing stimulus</i> kepada <i>Perception off cheapness</i>	37
2.8.3	Pengaruh <i>Price sensitivity</i> terhadap <i>Perception of cheapness</i>	38
2.8.4	Pengaruh <i>Perception of Cheapness</i> Terhadap <i>Impulsive Buying</i>	40
2.8.5	Pengaruh <i>Mobile App Design</i> Terhadap <i>Impulsive Buying</i>	41
2.8.6	Pengaruh <i>Marketing Stimulus</i> Terhadap <i>Impulsive Buying</i>	43
2.8.7	Pengaruh <i>Price Sensitivity</i> terhadap <i>Impulsive buying</i>	44

BAB III. METODE PENELITIAN

3.1	Waktu dan Tempat Penelitian	47
3.2	Desain Penelitian	47
3.2.1	Populasi	48
3.2.2	Sample	48
3.3	Pengembangan Instrumen	49
3.3.1	<i>Impulsive buying</i> (Y)	50
3.3.2	<i>Mobile app design</i>	51
3.3.3	<i>Marketing stimulus</i>	54
3.3.4	<i>Price Sensitivity</i>	55
3.3.5	<i>Perception of cheapness</i>	57
3.4	Teknik Pengumpulan Data Primer	58
3.4.1	Teknik Pengumpulan Data Primer	58
3.5	Teknik Analisis Data	59
3.5.1	Evaluasi <i>Outer Model</i>	60
3.5.2	Analisis <i>Inner Model</i>	61
3.5.3	Pengujian Hipotesis	63

BAB IV HASIL DAN BAHASAN PENELITIAN..... 64

4.1	Analisa Data Responden.....	64
4.1.1	Profil Data	65
4.2	Teknik Analisis Data.....	75
4.2.1	Evaluasi <i>Outer Model</i>	75

4.3	Pengujian Hipotesis.....	86
4.4	Pembahasan.....	87
BAB V PENUTUP		92
5.1	Kesimpulan	92
5.2	Implikasi	94
5.2.1	Teoritis	94
5.2.2	Praktis	94
5.3	Keterbatasan Penelitian	95
5.4	Rekomendasi Bagi Penelitian Selanjutnya.....	95
DAFTAR PUSTAKA.....		97

DAFTAR GAMBAR

Gambar 1.1 Total Pengguna Tokopedia di Indonesia Tahun 2021 & 2024.....	6
Gambar 2.1 Kerangka Penelitian	45
Gambar 4.1 Model Kerangka Teori	76
Gambar 4.2 Indikator Yang Telah Dieliminasi.....	80

Daftar Tabel

Tabel 2.1 Matrix Hasil Penelitian Terdahulu	32
Tabel 3.1 Operasional Variabel <i>Impulsive Buying</i>	50
Tabel 3.2 Operasional Variabel <i>Mobile App Design</i>	52
Tabel 3.3 Operasional Variabel <i>Marketing Stimulus</i>	54
Tabel 3.4 Operasional Variabel <i>Price Sensitivity</i>	56
Tabel 3.3 Skor <i>Skala Likert</i>	59
Tabel 4.1 Usia Responden.....	64
Tabel 4.2 Domisili Responden.....	65
Tabel 4.3 Rata-rata Hitung Variabel <i>Impulsive Buying</i>	66
Tabel 4.4 Rata-rata Hitung Variabel <i>Mobile App Design</i>	69
Tabel 4.5 Rata-rata Hitung Variabel <i>Marketing Stimulus</i>	71
Tabel 4.6 Rata-rata Hitung Variabel <i>Price Sensitivity</i>	73
Tabel 4.7 Rata-rata Hitung Variabel <i>Perception of Cheapness</i>	74
Tabel 4.8 <i>Loading Factor</i>	77
Tabel 4.9 <i>Loading Factor</i> Setelah dieliminasi	79
Tabel 4.10 Nilai <i>Cross Loading</i>	82
Tabel 4.11 Nilai <i>Average Variance Extracted (AVE)</i>	83
Tabel 4.12 Nilai <i>Composite Reliability</i>	84
Tabel 4.13 Nilai <i>Cronbach's Alpha</i>	84
Tabel 4.14 Nilai R-Square.....	86
Tabel 4.15 Nilai Uji Hipotesis Pengaruh Langsung	86

Lampiran – Lampiran

Lampiran 1 Kuesioner Penelitian	105
Lampiran 2 Data Hasil Kuesioner	110
Lampiran 3 Nilai <i>Cross Loading</i>	133
Lampiran 4 Nilai <i>Average Variance Extracted (AVE)</i> , <i>Cronbach Alpha</i> dan <i>Composite Reability</i>	134
Lampiran 5 Nilai <i>R Square</i>	134
Lampiran 6 Uji Hipotesis Pengaruh Langsung.....	134