

TABLE OF CONTENTS

PREFACE	ix
ACKNOWLEDGEMENT	xi
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDIXES	xi
ABSTRACT	xii
ABSTRAK	xiii
CHAPTER I	1
INTRODUCTION	1
1.1 Background.....	1
1.1.1 Practical Background.....	1
1.1.2 Theoretical Background.....	6
1.2 Problem Formulation.....	11
1.3 Research Question.....	13
1.4 Research Objective.....	13
1.5 Research Scope.....	14
1.5.1 Research Model.....	14
1.5.2 Research Object.....	14
1.5.3 Research Location	15
1.5.4 Research Time	15
CHAPTER II	16
LITERATURE REVIEWS AND HYPOTHESES DEVELOPMENT	16
2.1. Online Impulse Buying Behavior (OIBB).....	16
2.2. Website Characteristics	17
2.2.1 Usefulness.....	17
2.2.2 Ease of Use	17
2.2.3 Entertainment.....	18
2.2.4 Complementary Relationship	18
2.3. Sales Promotion.....	18

2.4. Digital Wallet Use	19
2.5. The Effect of Website Characteristics on OIBB.....	20
2.6. The Effect of Sales Promotion on OIBB	22
2.7. The Moderating Effect of Sales Promotion on the Relationship Between Website Characteristics and OIBB	23
2.8. The Effect of Digital Wallet Use on OIBB	24
2.9. The Moderating Effect of Digital Wallet Use on the Relationship Between Website Characteristics and OIBB	25
2.10 Research Model	26
CHAPTER III	28
RESEARCH METHODOLOGY	28
3.1 Research Strategy	28
3.2 Operational Definitions and Measurement.....	29
3.2.1 Website Characteristics	29
3.2.2 Sales Promotion.....	31
3.2.3 Digital Wallet Use	31
3.2.4 Impulsive Buying Behavior	32
3.2.5 Measurement Scale.....	32
3.3 Sampling Design.....	33
3.3.1 Sampling Method.....	33
3.3.2 Population.....	34
3.3.3 Sample Unit	34
3.3.4 Sample Size	35
3.3.5 Questionnaire Distribution Area.....	35
3.4 Questionnaire Distribution Scheme.....	36
3.5 Research Profile.....	36
3.6 Research Object.....	41
3.6.1 Tokopedia	41
3.6.2 Shopee	43
3.6.3 Bukalapak	44
3.7 Data Collection Method.....	46
3.8 Research Instrument	46
3.9 Data Analysis Method	47
3.9.1 Structural Equation Modeling (SEM) Method.....	47
3.9.2 Measurement Model Evaluation	48
3.9.3 Structural Model Evaluation.....	50
3.9.4 Model Fit	52
3.9.5 Hypothesis Testing	53

CHAPTER IV	55
DATA ANALYSIS	55
4.1 Research Data Quality	55
4.1.1 Descriptive Statistics	55
4.1.2 Correlation Between Variables	56
4.2 Measurement Model Evaluation.....	57
4.2.1 Reliability	58
4.2.2 Convergent Validity.....	59
4.2.3 Discriminant Validity	60
4.3 Structural Model Evaluation.....	61
4.3.1 R^2 Value Assessment.....	61
4.3.2 f^2 Value Assessment	62
4.4 Model Fit	63
4.5 Hypothesis Testing	64
4.5.1 The First Hypothesis Testing	65
4.5.2 The Second Hypothesis Testing	68
4.5.3 The Third Hypothesis Testing	70
4.5.4 The Fourth Hypothesis Testing.....	72
4.5.5 The Fifth Hypothesis Testing	74
4.6 Hypotheses Testing Result Summary	76
CHAPTER V	79
CONCLUSION.....	79
5.1 Conclusion.....	79
5.2 Managerial Implication.....	82
5.3 Research Limitation.....	85
5.4 Future Research Suggestion	85
REFERENCES.....	86
APPENDIX	91

LIST OF TABLES

Table 1.1 Top 3 E-Marketplaces in Indonesia	3
Table 3.1 Website Characteristics Measurement	30
Table 3.2 Sales Promotion Measurement.....	31
Table 3.3 Digital Wallet Use Measurement.....	32
Table 3.4 Impulsive Buying Behavior Variable Measurement.....	32
Table 3.5 Respondent Profile.....	36
Table 4.1 Descriptive Statistics.....	55
Table 4.2 Pearson Correlation Coefficient.....	56
Table 4.3 Correlation Between Variables	57
Table 4.4 Reliability Testing.....	58
Table 4.5 Outer Loadings Testing.....	59
Table 4.6 Convergent Validity Testing.....	60
Table 4.7 Fornell-Larcker Testing	61
Table 4.8 Coefficient of Determination (R^2) Testing.....	62
Table 4.9 Effect Size (f^2) Testing	62
Table 4.10 Model Fit Testing.....	63
Table 4.11 Path Coefficients	64
Table 4.12 Hypotheses Result Summary	77

LIST OF FIGURES

Figure 2.1 Research Model	26
Figure 3.1 Top 3 Indonesia e-marketplace (in a million clicks)	41
Figure 3.2 Tokopedia Website User Interface	42
Figure 3.3 Shopee Website User Interface.....	44
Figure 3.4 Bukalapak Website User Interface	45
Figure 3.5 Technical Research Model	48
Figure 3.6 The two-stage approach.....	54
Figure 4.1 Hypotheses Research Model.....	65

LIST OF APPENDIXES

Appendix I: Questionnaire	91
Appendix II: Descriptive Statistics Result	97
Appendix III: Correlation Between Variables Result	97
Appendix IV: Reliability Result	98
Appendix V: Outer Loadings Result.....	99
Appendix VI: Convergent Validity Result.....	99
Appendix VII: Discriminant Validity Result	100
Appendix VIII: Coefficient of Determination (R^2) Result.....	100
Appendix IX: Effect Size (f^2) Result.....	100
Appendix X: Path Coefficients	101