

Table of Contents

Statement of Thesis Writing Authenticity	ii
Preface	iii
Table of Contents	iv
List of Tables	vi
List of Figure.....	viii
List of Appendices.....	ix
Abstract	x
Intisari.....	xi
CHAPTER I INTRODUCTION	1
1.1 Background of the Research.....	1
1.2 Problem Statement.....	4
1.3 Research Questions.....	5
1.4 Research Objectives.....	6
1.5 Contribution of the Research.....	6
1.6 Research Scope.....	6
CHAPTER II LITERATURE REVIEW.....	8
2.1 Company's Reputation.....	8
2.2 Celebrity Characteristics	9
2.2.1 Attractiveness	11
2.2.2 Likability.....	11
2.2.3 Expertise	12
2.2.4 Trustworthiness	13
CHAPTER III RESEARCH METHOD.....	15
3.1 Research Approach.....	15
3.1.1 Survey.....	16
3.2 Population and Sample.....	16
3.2.1 Population	16
3.2.2 Sampling method.....	16
3.2.3 Sampling size	17
3.3 Data and Measurement.....	17
3.3.1 Data type and collection.....	17
3.3.2 Measurement variables	18
3.3.3 Operational definition	18

3.4	Instrument Testing	21
3.4.1	Validity and reliability test	22
3.4.2	Factor analysis	22
3.4.3	Cronbach alpha.....	23
3.4.4	Hypothesis testing.....	24
CHAPTER IV ANALYSIS AND DISCUSSION.....		27
4.1	Survey Results.....	27
4.2	Respondents' Demographic Profile	28
4.2.1	Gender profile	28
4.2.2	Education level profile	29
4.2.3	Domicile profile	30
4.2.4	Age profile	30
4.2.5	Income level profile	31
4.2.6	Number of years as an e-commerce user.....	32
4.3	Validity and Reliability Testing.....	33
4.3.1	Factor analysis results	33
4.3.2	Cronbach's alpha results	39
4.4	Multiple Linear Regression Analysis	40
4.4.1	Normality test.....	40
4.4.2	Linearity test.....	46
4.4.3	Multicollinearity test.....	47
4.4.4	Heteroscedasticity test.....	48
4.4.5	Autocorrelation test	49
4.5	Hypothesis Testing	50
4.5.1	Simultaneously F test.....	53
4.5.2	Dependent T-test	55
4.5.3	Multiple linear regression equation.....	56
4.5.4	Coefficient of determination test	58
CHAPTER V CONCLUSION.....		60
5.1	Conclusion.....	60
5.2	Research Limitation	63
5.3	Theoretical Contribution	63
References.....		65

List of Tables

Table 3.1 Research approach.....	15
Table 3.2 Summary of variable definition and measurement statement	19
Table 4.1 Summary of the gender profile.....	29
Table 4.2 Summary of education level profile.....	29
Table 4.3 Summary of domicile profile	30
Table 4.4 Summary of age profile	31
Table 4.5 Summary of income level	32
Table 4.6 Summary of years as an e-commerce user	33
Table 4.7 KMO and Bartlett's test results.....	34
Table 4.8 KMO values description	34
Table 4.9 Anti-image correlation.....	35
Table 4.10 Communalities results	36
Table 4.11 Rotated Component Matrix.....	37
Table 4.12 Rotated Component End Results.....	38
Table 4.13 Cronbach's alpha level of reliability	39
Table 4.14 Cronbach alpha test results.....	39
Table 4.15 Test of normality	43
Table 4.16 Data transformation formula	45
Table 4.17 Transformation formula of normality test	45
Table 4.18 Anova linearity test.....	47
Table 4.19 Variance inflation factor and tolerance value	48

Table 4.20 Glejser test result	49
Table 4.21 Durbin-Watson test.....	50
Table 4.22 Descriptive statistics	51
Table 4.23 The scale of Pearson's correlation coefficient	51
Table 4.24 Pearson's correlations test.....	52
Table 4.25 F test result.....	53
Table 4.26 T-test result	55
Table 4.27 Coefficient of determination test	59

List of Figure

Figure 2.1 Research model.....	14
Figure 4.1 Attractiveness distribution chart.....	40
Figure 4.2 Likability distribution chart	41
Figure 4.3 Expertise distribution chart	41
Figure 4.4 Trustworthiness distribution chart	42
Figure 4.5 Tokopedia's Reputation distribution chart.....	42
Figure 4.6 Distribution skewness type	44

List of Appendices

Appendix 1 : Proof of consent for thesis defense	66
Appendix 2 : List Qustionnaire	67