

## TABLE OF CONTENTS

<b>CHAPTER I.....</b>	<b>7</b>
<b>Introduction.....</b>	<b>7</b>
A. Background.....	7
B. Research Focus.....	10
C. Research Objectives.....	10
D. Research Novelty.....	11
E. Research Significance.....	11
<b>CHAPTER II.....</b>	<b>13</b>
<b>Understanding Shoppertainment, Channel Choice, and Customer Experience in Marketing Communication Perspective.....</b>	<b>13</b>
A. Theoretical Framework.....	13
1. Integrated Marketing Communication.....	13
2. Shoppertainment.....	14
3. Channel Choice.....	16
4. Customer Experience.....	18
F. Conceptual Framework.....	19
G. Hypothesis.....	22
H. Operational Definition.....	22
<b>CHAPTER III.....</b>	<b>29</b>
<b>Methodology.....</b>	<b>29</b>
A. Research Method.....	29
B. Research Objects.....	29
C. Population and Sample.....	29
D. Data Collecting Technique.....	32
E. Validity and Reliability Test.....	32
F. Data Analysis Technique.....	34
G. Research Limitations.....	34
<b>CHAPTER IV.....</b>	<b>35</b>
<b>The Impact of Shopee's Shoppertainment on Customer's Channel Choice in Purchasing Something.....</b>	<b>35</b>
A. Pilot Test.....	35
1. Validity Test.....	35
2. Realibility Test.....	37
B. Classical Assumption Test.....	38
1. Normality Test.....	38
2. Autocorrelation Test.....	39
3. Multicollinearity Test.....	39

4. Heteroscedasticity Test.....	40
C. Respondents' Profile.....	41
D. Descriptive Mean Analysis.....	45
E. Correlation Analysis.....	58
F. Regression Analysis.....	60
G. Path Analysis & Sobel Test.....	64
H. Cross-Tabulation Analysis.....	69
I. Research Findings Summary.....	76
J. Discussion.....	79
<b>CHAPTER V.....</b>	<b>87</b>
<b>Closing.....</b>	<b>87</b>
A. Conclusion.....	87
B. Suggestions.....	88
<b>BIBLIOGRAPHY.....</b>	<b>90</b>