

TABLE OF CONTENTS

COVER	i
PREFACE	ii
DEDICATION	iii
ABSTRAK	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	xi
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of Research	1
1.2 Problem Statement	9
1.3 Research Questions	10
1.4 Research Objectives	10
1.5 Research Scope	10
1.6 Contribution of The Research	11
1.7 Systematic Writing	12
CHAPTER II THEORITICAL FTAMEWORKS AND HYPOTHESIS	
DEVELOPMENT	13
2.1 Literature Review	13
2.1.1 Electronic Word of Mouth	13
2.1.1.1 Source Credibility	14
2.1.1.2 Argument Quality	14
2.1.1.3 E-WOM Quantity	15
2.1.2 Trust	16
2.1.3 Purchase Intention	16
2.2 Hypothesis Development	18
2.2.1 The Relationship between Source Credibility and Trust	18
2.2.2 The Relationship between Argument Quality and Trust	18

2.2.3 The Relationship between e-WOM Quantity and Trust	19
2.2.4 The Relationship between Trust and Purchase Intention	20
2.3 Research Model.....	21
CHAPTER III RESEARCH METHOD	22
3.1 Research Design.....	22
3.2 Operational Definition and Measurement	23
3.2.1 Source Credibility	23
3.2.2 Argument Quality	24
3.2.3 E-WOM Quantity	25
3.2.4 Trust	26
3.2.5 Purchase Intention	26
3.3 Sampling Design	27
3.3.1 Population and Sample.....	27
3.3.2 Sample Unit.....	28
3.3.3 Sample Size	28
3.4 Research Object	29
3.4.1 General Description	29
3.4.2 Company's Logo and Mascot	30
3.5 Data Collection Method	30
3.6 Research Instrument.....	31
3.7 Instrumental Testing Method	31
3.7.1 Validity Test.....	32
3.7.2 Reliability Test	33
3.7.3 Research Instrument Pre-Test	34
3.7.4 Result of Research Instrument Pre-Test.....	35
3.7.4.1 Validity Pre-Test Result.....	35
3.7.4.2 Reliability Pre-Test Result	37
3.8 Data Analysis Method.....	38
3.8.1 Descriptive Analysis	38
3.8.2 Classical Assumption Test	38
3.8.2.1 Multicollinearity Test.....	38

3.8.3 Correlation Coefficient Testing.....	39
3.8.4 Hypothesis Testing Method	39
3.9 Goodness of Fit Test	41
3.9.1 The Coefficient of Determination (R^2)	41
3.9.2 T-Test	42
3.9.3 Level of Significance	42
3.10 The Hypothesis Model	42
CHAPTER IV DATA ANALYSIS	44
4.1 The Result of Validity and Reliability Test	44
4.1.1 Validity Test.....	44
4.1.2 Reliability Test	47
4.2 Respondent Characteristics	48
4.2.1 Gender	48
4.2.2 Age	49
4.2.3 Education Background	50
4.2.4 Estimated Monthly Expenditures	51
4.2.5 Frequency of Online Shopping Activity	51
4.3 Descriptive Statistics	52
4.4 Classical Assumption Test	54
4.4.1 Multicollinearity Test Result	54
4.4.2 Normality Test Result	55
4.5 Correlation Test Result Hypothesis Testing Result	55
4.6 Goodness of Fit Test Result	56
4.6.1 First Stage of Regression Test Result	57
4.6.1.1 Coefficient of Determination (R^2) Test Result ..	57
4.6.1.2 T-Test Result	58
4.6.1.3 Level of Significance	58
4.6.2 Second Stage of Regression Test Result.....	59
4.6.2.1 Coefficient of Determination (R^2) Test Result ..	59
4.6.2.2 T-Test Result.....	60
4.6.2.3 Level of Significance	61

4.7 Hypothesis Testing Result	61
4.8 Summary of Hypothesis Testing Result.....	63
4.9 Discussion	64
4.9.1 Coefficient of Determination (R^2) Test Result.....	64
4.9.2 Source Credibility Has A Positive Influence On Trust.....	65
4.9.3 Argument Quality Has A Positive Influence On Trust	66
4.9.4 E-WOM Quantity Has A Positive Influence On Trust	69
4.9.5 Trust Has A Positive Influence On Purchase Intention	70
CHAPTER V CONCLUSIONS.....	72
5.1 Conclusions	72
5.2 Research Limitation	73
5.3 Managerial Implication	73
5.4 Suggestion For Future Research	74
REFERENCES.....	76

LIST OF TABLES

Table 1.1 Alexa Top Sites Rank in Indonesia.....	4
Table 3.1 Trustworthiness Item of Source Credibility	23
Table 3.2 Expertise Item of Source Credibility	24
Table 3.3 Comprehensiveness Item of Argument Quality	24
Table 3.4 Strength Item of Argument Quality	24
Table 3.5 Accuracy Item of Argument Quality	24
Table 3.6 Timeliness Item of Argument Quality	25
Table 3.7 Relevance Item of Argument Quality	25
Table 3.8 Item of e-WOM Quantity.....	25
Table 3.9 Item of Trust	26
Table 3.10 Item of Purchase Intension.....	27
Table 3.11 Likert Scale Score	31
Table 3.12 KMO and Barlett's Pre-Test Result	35
Table 3.13 Validity Pre-Test Result.....	36
Table 3.14 Reliability Pre-Test Result	37
Table 4.1 KMO and Bartlett's Test.....	45
Table 4.2 Validity Test Result: Rotated Component Matrix	46
Table 4.3 Result of Reliability Test	47
Table 4.4 Gender	48
Table 4.5 Age	49
Table 4.6 Educational Backgrounds	50
Table 4.7 Monthly Expenditures.....	51
Table 4.8 Monthly Frequency of Online Shopping	52
Table 4.9 Descriptive Statistics.....	52
Table 4.10 Multicollinearity Test Result	54
Table 4.11 Normality Test Result	55
Table 4.12 Normality Test Result	55
Table 4.13 Correlation Test Result	56
Table 4.14 Regression Result Model 1	57

Table 4.15 Coefficients	58
Table 4.16 Testing of Hypothesis 1, 2, 3	59
Table 4.17 Regression Result Model 1I.....	59
Table 4.18 Coefficients	60
Table 4.19 Testing of Hypothesis 4	61
Table 4.20 Summary of the Hypothesis Testing Result.....	63

LIST OF FIGURES

Figure 1.1 Tokopedia.com's Homepage	6
Figure 1.2 Tokopedia's Mobile App Homepage.....	6
Figure 1.3 Tokopedia Official Merchants	7
Figure 2.1 Research Model	21
Figure 3.1 Tokopedia.com Logo	30
Figure 3.2 Tokopedia.com Mascot	30
Figure 3.3 First Hypothesis Model	43
Figure 3.4 Second Hypothesis Model	43
Figure 4.1 Research Model and Hypothesis Testing Result	64
Figure 4.2 Tokopedia.com Review Page	67
Figure 4.3 Tokopedia.com Product Review Page.....	68

LIST OF APPENDICES

APPENDIX 1 Research Instrument: Questionnaire	86
APPENDIX 2 Instrument Validity Pre-Test Sample Result.....	93
APPENDIX 3 Instrument Reliability Pre-Test Sample Result	94
APPENDIX 4 Instrument Validity Test Result	97
APPENDIX 5 Instrument Reliability Test Result.....	98
APPENDIX 6 Descriptive Statistics	101
APPENDIX 7 Multicollinearity Test Result.....	102
APPENDIX 8 Normality Test Result	103
APPENDIX 9 Correlation Test Result.....	104
APPENDIX 10 Regression Test Result Model I	105
APPENDIX 11 Regression Test Result Model II	106