

TABLE OF CONTENT

TITLE	i
AUTHENTICATION PAGE	ii
STATEMENT OF AUTHENTICITY	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
ABSTRAK	viii
INTISARI	ix
Chapter I	1
Introduction	1
1.1 Background	1
1.2 Research Problem	3
1.3 Research Objective	4
1.4 Research Question	4
1.5 Research Contribution	5
1.6 Writing Framework	5
Chapter II	7
Literature Review and Hypotheses Development	7
2.1 Customer's Belief on Online Advertising	7
2.1.1 Customer's Belief of Information on Online Advertising	7
2.1.2 Customer's Belief of Entertainment on Online Advertising	8
2.1.3 Customer's Belief of Credibility on Online Advertising	8
2.2 Attitude towards Pop-up Advertising	9
2.3 Behavioral Intention to View Pop-up Ads	10
2.4 Customer Retention to Stay on Websites that Display Pop-up Ads	11
2.5 Perceived Intrusiveness towards Pop-up Ads	13
2.6 Hypotheses and Research Model	13
Chapter III	17
Research Method	17

3.1	Research Strategy	17
3.1.1	Research Strength	17
3.1.2	Research Weakness	18
3.2	Sampling Design and Respondents	18
3.3	Data Collection Method	19
3.4	Operational Definition	21
3.4.1	Customers' Belief of Information on Online Advertising	21
3.4.2	Customers' Belief of Entertainment on Online Advertising	22
3.4.3	Customer's Belief of Credibility on Online Advertising	23
3.4.4	Attitude towards Pop-up Advertising	24
3.4.5	Behavioral Intention to View Pop-up Ads	25
3.4.6	Customer Retention to Stay on Websites that Display Pop-up Ads	26
3.4.7	Perceived Intrusiveness towards Pop-up Ads	28
3.5	Validity and Reliability Test	29
3.5.1	Validity Test	29
3.5.2	Reliability Test	29
3.6	Research Analysis	30
3.6.1	Research Hypotheses Testing Method	30
3.6.2	Goodness of Fit	30
3.6.2.1	T-test	31
3.6.2.2	F-test	31
3.6.2.3	Coefficient of Determination (R^2)	32
3.6.3	Research Significant level	32
	Chapter IV	33
	Data Analysis	33
4.1	General Explanation	33
4.2	Demographic Profiles of the Respondents	33
4.2.1	Gender	34
4.2.2	Age	34
4.2.3	Provinces	35

4.3	Validity Test and Reliability Test	36
4.3.1	Validity Test	36
4.3.2	Reliability Test	38
4.4	Descriptive Statistics	39
4.5	Mean Ratio between Demographic Profiles and Variable	41
4.5.1	Mean Ratio between Demographic Profiles and Independent Variables	41
4.5.2	Mean Ratio between Demographic Profiles and Dependent Variables	43
4.6	Hypotheses Testing	45
4.7	Research Model Conclusion	51
4.8	Hypotheses Discussion	52
	Chapter V	54
	Conclusion, Recommendations, Limitations, and Further Research	54
5.1	Conclusion	54
5.2	Recommendations	55
5.3	Limitations	56
5.4	Further Research	57
	Bibliography	58
	Appendices	64
	Appendix 1.0 Questionnaires	64
	Appendix 2.0 Results	79
	Appendix 3.0 Analysis	94