

DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS	Error! Bookmark not defined.
LEMBAR PERSETUJUAN PEMBIMBING	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	3
DAFTAR GAMBAR.....	4
DAFTAR LAMPIRAN	5
INTRODUCTION	Error! Bookmark not defined.
RESEARCH PURPOSES	Error! Bookmark not defined.
LITERATURE REVIEW	Error! Bookmark not defined.
Marketing Management	Error! Bookmark not defined.
Influencer Marketing.....	Error! Bookmark not defined.
Price Discount	Error! Bookmark not defined.
Buying decision	Error! Bookmark not defined.
RESEARCH FRAMEWORK AND HYPOTHESIS.....	Error! Bookmark not defined.
RESEARCH METHODS.....	Error! Bookmark not defined.
RESEARCH RESULT	Error! Bookmark not defined.
Validity Test	Error! Bookmark not defined.
Reliability Test	Error! Bookmark not defined.
Classical Assumption Test.....	Error! Bookmark not defined.
1. Normality Test.....	Error! Bookmark not defined.
2. Multicollinearity Test	Error! Bookmark not defined.
3. Heteroscedasticity Test	Error! Bookmark not defined.
Multiple Linear Regression Analysis.....	Error! Bookmark not defined.
t-Test (Partial).....	Error! Bookmark not defined.
F Test (Simultaneous)	Error! Bookmark not defined.
Coefficient of Determination Test.....	Error! Bookmark not defined.
DISCUSSION.....	Error! Bookmark not defined.
CONCLUSION AND IMPLICATIONS	Error! Bookmark not defined.

BIBLIOGRAPHY Error! Bookmark not defined.

LAMPIRAN-LAMPIRAN Error! Bookmark not defined.



DAFTAR TABEL

Table 1 Respondent Profile	Error! Bookmark not defined.
Table 2 Validity Test on Influencer Marketing	Error! Bookmark not defined.
Table 3 Validity Test on Price Discount	Error! Bookmark not defined.
Table 4 Validity Test on Purchasing Decisions.....	Error! Bookmark not defined.
Table 5 Reliability Test Results	Error! Bookmark not defined.
Table 6 Normality Test Results.....	Error! Bookmark not defined.
Table 7 Multicollinearity Test Results.....	Error! Bookmark not defined.
Table 8 Heteroscedasticity Test Results	Error! Bookmark not defined.
Table 9 Multiple Linear Regression Test Results.....	Error! Bookmark not defined.
Table 10 F Test Results.....	Error! Bookmark not defined.
Table 11 Results of the Determination Coefficient Test.....	Error! Bookmark not defined.



DAFTAR GAMBAR

- Figure 1 Most E-Commerce Visitors in Indonesia (Q1 2023)..... Error! Bookmark not defined.**
Figure 2 Factors Causing Online Shopping in Indonesia Error! Bookmark not defined.
Figure 3 Demographics of Shopee Indonesia Users..... Error! Bookmark not defined.



DAFTAR LAMPIRAN

Lampiran 1 LoA Submit Artikel	Error! Bookmark not defined.
Lampiran 2 Hasil Turnitin Perpustakaan	Error! Bookmark not defined.
Lampiran 3 Kartu Bimbingan	Error! Bookmark not defined.
Lampiran 4 Bukti Toefl.....	Error! Bookmark not defined.
Lampiran 5 Sertifikat ICBENS Presenter	Error! Bookmark not defined.
Lampiran 6 Sertifikat Uji Kompetensi.....	Error! Bookmark not defined.
Lampiran 7 Bukti SKPI	Error! Bookmark not defined.
Lampiran 8 Instrumen Kuesioner	Error! Bookmark not defined.
Lampiran 9 Tabulasi Data	Error! Bookmark not defined.
Lampiran 10 Hasil Olah Data SPSS.....	Error! Bookmark not defined.
Lampiran 11 Bukti Sebar Kuesioner	Error! Bookmark not defined.
Lampiran 12 Daftar Riwayat Hidup	Error! Bookmark not defined.

