

## TABLE OF CONTENTS

<b>APPROVAL SHEET .....</b>	<b>ii</b>
<b>STATEMENT SHEETS .....</b>	<b>iii</b>
<b>MOTTO AND OFFERING PAGE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>PREFACE.....</b>	<b>vi</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF FIGURE .....</b>	<b>xi</b>
<b>LIST OF TABLE .....</b>	<b>xii</b>
<b>LIST OF APPENDIX .....</b>	<b>xiv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Overview of the research object .....	1
1.1.1 Tokopedia Company Profile.....	1
1.1.2 Vision and Mission Tokopedia .....	1
1.1.3 Company Logo .....	2
1.1.4 Tokopedia Product .....	2
1.1.5 Segmentation of Tokopedia .....	3
1.2 Research Background .....	4
1.3 Statement of the Problem .....	18
1.4 Research Objectives .....	18
1.5 Benefit of Research .....	18
1.5.1 Theoretical Aspect .....	18
1.5.2 Practical Aspect .....	19
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>20</b>
2.1 Research Literature.....	20
2.1.1 E-Commerce .....	20
2.1.2 Types of e-commerce.....	22
2.1.3 Marketing .....	25
2.1.4 E-Marketing .....	26

2.1.5 E-Marketing Mix .....	27
2.1.6 Purchase Decision.....	29
2.1.7 Type of Purchase Decision .....	31
2.1.8 Factors of Purchase Decisions .....	31
2.2 Relationship of E-marketing Mix on Purchase Decision .....	33
2.3 Previous Research .....	34
2.4 Framework.....	44
2.5 Hypothesis .....	47
2.5.1 Scope of Research.....	49
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>50</b>
3.1 Types of Research .....	50
3.2 Operational Research Variable.....	51
3.3 Operation Variable .....	52
3.4 Data Collection Techniques .....	56
3.4.1 Simple Linear Regression.....	56
3.5 Research stages.....	57
3.6 Population and Sampling.....	58
3.6.1 Population .....	58
3.6.2 Sampling .....	58
3.7 Data Source .....	59
3.7.1 Primary Data .....	59
3.7.2 Secondary Data.....	60
3.8 Data Collection Methods.....	60
3.8.1 Questionnaires .....	60
3.8.2 Literature Study .....	60
3.9 Data Testing Method .....	61
3.9.1 Validity Test .....	61
3.9.2 Reliability Test.....	62
3.10 Data analysis.....	63
3.10.1 Descriptive analysis .....	63
3.11 Classical Assumption Test Against Regression Model.....	65
3.11.1 Normality test .....	65
3.11.2 Multicollinearity Test .....	65
3.11.3 Heteroscedasticity Test .....	66

3.12 Hypothesis test .....	66
3.12.1 Multiple Linear Regression Analysis .....	66
3.12.2 Hypothesis Testing (t Test).....	67
3.12.3 Hypothesis Testing (f Test).....	69
3.12.4 Coefficient of Determination Test (Goodness of Fit) .....	70
<b>CHAPTER IV RESULT AND DISCUSSION.....</b>	<b>71</b>
4.1 Description of Research Results.....	71
4.1.1 General Description of Respondents .....	71
4.1.2 Validity test and reliability test.....	75
4.1.2.1 Validity test results.....	75
4.1.2.2 Reliability Test Results .....	77
4.1.3 Description of Research Variables .....	79
4.1.3.1 Description of E-Marketing Mix Variables .....	79
4.1.3.2 Description of Purchase Decision Variables.....	86
4.1.4 Classical Assumption Testing Results .....	89
4.1.4.1 Normality Test .....	89
4.1.4.2 Multicollinearity Test.....	90
4.1.4.2 Heteroscedasticity Test .....	90
4.1.5 Multiple Linear Regression Analysis .....	91
4.1.6 Hypothesis Testing .....	93
4.1.6.1 Partial Hypothesis Testing .....	93
4.1.6.2 Simultaneous Hypothesis Testing.....	95
4.1.7 Determination Coefficient Test .....	95
4.2. Discussion of Research Results.....	97
4.2.1. Discussion of E-Marketing Mix at Tokopedia .....	97
4.2.2 Discussion of Purchase Decision at Tokopedia.....	98
4.2.3 Influence of E-Marketing Mix on Purchase Decision .....	98
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>101</b>
5.1 Conclusion.....	101
5.2 Suggestion .....	102
5.2.1 Suggestions for companies .....	102
5.2.2 Suggestions for further researchers.....	102
<b>BIBLIOGRAPHY .....</b>	<b>104</b>
<b>APPENDIX .....</b>	<b>108</b>