

TABLE OF CONTENTS

APPROVAL SHEET	ii
STATEMENT SHEET	iii
MOTTO AND DEDICATION SHEET	iv
PREFACE.....	v
ABSTRAK	vii
ABSTRACT	viii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xii
LIST OF TABLE.....	xiii
LIST OF APPENDIX	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Overview of The Research Object	1
1.1.1 TikTok Company Profile	1
1.1.2 Vision and Mission of TikTok	2
1.1.3 Company Logo.....	2
1.1.4 Live Stream Features.....	3
1.2 Research Background.....	4
1.3 Statement of the Problem	21
1.4 Objective of Research	22
1.5 Benefits of Research	22
1.6 Writing Structure.....	23
CHAPTER II LITERATURE REVIEW.....	24
2.1 Theoretical Foundation	24
2.1.1 Consumer Behavior.....	24
2.1.2 Purchase Intention.....	24
2.1.3 Social Commerce	25
2.1.4 Live Streaming Shopping.....	26
2.1.5 Information Technology Affordance	26
2.1.6 Relationship of Information Technology Affordance and Purchase Intention 30	
2.2 Previous Research	32
2.3 Conceptual Framework	47
2.4 Hypothesis of The Study	48
2.5 Scope of Research.....	48
CHAPTER III METHODOLOGY	49
3.1 Type of Research.....	49

3.2 Operational Research Variable	49
3.3 Operational Variable	50
3.4 Measurement Scale	53
3.5 Stages of Research	54
3.6 Population and Sampling	55
3.6.1 Population	55
3.6.2 Sampling	56
3.6.3 Sampling Techniques	57
3.7 Data Collection.....	57
3.7.1 Data Collection Techniques	58
3.8 Validity and Reliability	59
3.8.1 Validity Test.....	59
3.8.2 Reliability Test.....	60
3.9 Data Analysis Technique	60
3.9.1 Description Analysis	61
3.10 Method of Successive Interval (MSI)	62
3.11 Classic Assumption Test.....	63
3.11.1 Normality Test	63
3.11.2 Multicollinearity Test.....	64
3.11.3 Heteroscedasticity Test	64
3.12 Multiple Linear Regression.....	65
3.13 Hypothesis Test.....	65
3.13.1 Partial Hypothesis Testing (t-Test)	65
3.13.2 Simultaneous Hypothesis Testing (f-Test).....	66
3.14 Coefficient of Determination	67
CHAPTER IV RESEARCH RESULTS AND DISCUSSION	69
4.1 Data collection	69
4.2 Characteristics of Respondents	69
4.3 Research Results	70
4.3.1 Descriptive of Research Variables	70
4.4 Validity Test and Reliability Test	79
4.4.1 Validity Test Result.....	79
4.4.2 Reliability Test.....	82
4.5 Method of Successive Interval (MSI)	83
4.6. Classical Assumption Testing Result.....	83
4.6.1 Normality Test	83
4.6.2 Multicollinearity Test.....	86

4.6.3 Heteroscedasticity Test	86
4.6.4 Multiple Linear Regression Analysis.....	87
4.7 Hypothesis Testing.....	89
4.7.1 Partial Hypothesis Testing (t-Test)	89
4.8 Determination Coefficient Test.....	91
4.9 Discussion of Research Results	92
4.9.1 Discussion of Purchase Intention and IT Affordance on TikTok Live Streaming Shopping	92
4.9.2 Influence of IT Affordance on Purchase Intention on TikTok Live streaming Shopping	97
CHAPTER V CONCLUSION AND SUGGESTION	101
5.1 Conclusion.....	101
5.2 Suggestion	102
5.2.1 Suggestion for Seller on TikTok Live.....	102
5.2.2 Suggestion for Company.....	103
5.2.3 Suggestion for Further Researchers	104
BIBLIOGRAPHY	105
APPENDIX	111