

## DAFTAR ISI

<b>HALAMAN PENGESAHAN .....</b>	<b>II</b>
<b>HALAMAN PERNYATAAN .....</b>	<b>III</b>
<b>KATA PENGANTAR.....</b>	<b>IV</b>
<b>ABSTRAK.....</b>	<b>V</b>
<b>ABSTRACT .....</b>	<b>VI</b>
<b>DAFTAR ISI.....</b>	<b>VII</b>
<b>DAFTAR GAMBAR.....</b>	<b>XIII</b>
<b>BAB I.....</b>	<b>2</b>
<b>PENDAHULUAN .....</b>	<b>2</b>
<b>1.1 Gambaran Umum Objek Penelitian.....</b>	<b>2</b>
<b>1.2 Latar Belakang Penelitian .....</b>	<b>6</b>
<b>1.3 Perumusan Masalah.....</b>	<b>16</b>
<b>1.4 Tujuan Penelitian.....</b>	<b>18</b>
<b>1.5 Manfaat Penelitian .....</b>	<b>19</b>
<b>1.5.1 Aspek Praktis .....</b>	<b>19</b>
<b>1.5.2 Aspek Akademis .....</b>	<b>19</b>
<b>1.6 Sistematika Penulisan Tugas Akhir .....</b>	<b>19</b>
<b>BAB II .....</b>	<b>21</b>
<b>TINJAUAN PERPUSTAKAAN.....</b>	<b>21</b>
<b>2.1 Teori-teori terkait Penelitian dan Penelitian Terdahulu .....</b>	<b>21</b>

2.1.2 <i>Marketing Communication</i> .....	21
2.1.3 <i>Electronic Word-of-Mouth</i> .....	22
2.1.3.1 <b>Information Quality</b> .....	24
2.1.3.2 <b>Information Quantity</b> .....	24
2.1.3.3 <b>Information Credibility</b> .....	25
2.1.3.4 <b>Information Task-Fit</b> .....	25
2.1.3.5 <b>Needs of Information</b> .....	25
2.1.3.6 <b>Attitude towards Information</b> .....	26
2.1.4 <i>Political Marketing</i> .....	26
2.1.9 <b>Voting Decision</b> .....	31
2.2 <b>Penelitian Terdahulu</b> .....	34
2.2.1 <b>Jurnal Nasional</b> .....	34
2.2.2 <b>Jurnal Internasional</b> .....	35
2.3 <b>Kerangka Pemikiran</b> .....	39
<b>BAB III</b> .....	<b>47</b>
<b>METODE PENELITIAN</b> .....	<b>47</b>
3.1 <b>Jenis Penelitian</b> .....	47
3.2 <b>Operasionalisasi Variabel</b> .....	48
3.5 <b>Tahap Penelitian</b> .....	55
3.6 <b>Populasi dan Sampel</b> .....	56
3.7 <b>Pengumpulan Data dan Sumber Data</b> .....	58
3.7.1 <b>Teknik Pengumpulan Data</b> .....	58
3.7.2 <b>Sumber Data</b> .....	58

<b>3.8 Uji Validitas dan Reliabilitas .....</b>	<b>58</b>
3.8.1 Uji Validitas.....	58
3.8.2 Uji Reliabilitas .....	64
<b>3.9 Teknik Analisis Data .....</b>	<b>65</b>
3.9.1 <i>Structural Equational Modeling (SEM)</i> .....	65
3.9.1.1 <i>Partial Least Square (PLS)</i> .....	65
3.9.2 Uji Hipotesis .....	67
<b>BAB IV .....</b>	<b>69</b>
<b>HASIL PENELITIAN DAN PEMBAHASAN.....</b>	<b>69</b>
<b>4.1 Pengumpulan Data .....</b>	<b>69</b>
<b>4.2 Karakteristik Responden .....</b>	<b>69</b>
<b>4.3 Hasil Penelitian.....</b>	<b>70</b>
4.3.2 Pengujian Outer Model.....	83
4.3.2.1 Uji Validitas.....	83
4.3.2.2 Uji Reliabilitas .....	87
4.3.3 Pengujian <i>Inner Model</i> .....	87
4.3.3.1 <i>Coefficient of Determination (R<sup>2</sup>)</i> .....	88
4.3.3.2 <i>Predictive Relevance (Q<sup>2</sup>)</i> .....	89
4.3.3.3 <i>Goodness of Fit Model</i> .....	89
4.3.3. Pengujian Variabel Mediasi.....	90
<b>4.4 Pengujian Hipotesis.....</b>	<b>93</b>
<b>4.5 Pembahasan Hasil Penelitian.....</b>	<b>95</b>
<b>BAB V.....</b>	<b>104</b>

<b>KESIMPULAN DAN SARAN.....</b>	<b>104</b>
<b>5.1 Kesimpulan.....</b>	<b>104</b>
<b>5.2 Saran.....</b>	<b>105</b>
<b>5.2.1 Saran Praktis.....</b>	<b>105</b>
<b>5.2.2 Saran Teoritis.....</b>	<b>110</b>
<b>5.2.3 Saran Untuk Platform <i>Provider</i> Informasi (TikTok).....</b>	<b>110</b>
<b>DAFTAR PUSTAKA.....</b>	<b>112</b>