

TABLE OF CONTENTS

Title Page.....	i
APPROVAL PAGE.....	ii
LEGALIZATION PAGE.....	iii
DECLARATION OF AUTHENTICITY.....	iv
ACKNOWLEDGMENTS.....	v
TABLES OF CONTENT.....	viii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES.....	xii
ABSTRACT (in English)	xiii
ABSTRAK (in Bahasa Indonesia)	xiv
CHAPTER I: INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problems Formulation.....	7
1.3 Limitations of the Study.....	7
1.4 Research Objectives.....	8
1.5 Research Contributions.....	9
1.6 Systematical Writing.....	9
CHAPTER II: LITERATURE REVIEW.....	11
2.1 Theoretical Review.....	11
2.1.1 Virtual Social Network (VSN)	12
2.1.2 Flow.....	16
2.1.3 Trust.....	19
2.1.4 Electric Word-of-Mouth.....	22
2.1.5 Purchase Intention.....	24
2.2 Research Framework.....	25
CHAPTER III: RESEARCH METHODOLOGY.....	27
3.1 Type of Study.....	27
3.2 Population and Sample.....	27
3.3 Data Collection Method.....	28
3.4 Instrumentation.....	29
3.5 Definition of Operational and Measurement of Research Variable.....	29
3.5.1 Independent Variable.....	30

3.5.2	Mediating Variable.....	30
3.5.3	Dependent Variable.....	34
3.6	Validity and Reliability Test of the Instrument.....	35
3.7	Analysis Technique.....	43
3.7.1	Respondents' Characteristic.....	44
3.7.2	Descriptive Analysis.....	45
3.7.3	Model Development on Theory.....	45
CHAPTER IV: DATA ANALYSIS AND DISCUSSION.....		51
4.1	Characteristics of Respondents.....	52
4.1.1	Respondents Classification Based on Gender.....	52
4.1.2	Respondents Classification Based on Age.....	52
4.1.3	Respondents Classification Based on Job Types.....	53
4.1.4	Respondents Classification Based on Latest Education.....	54
4.1.5	Respondents Classification Based on Frequency in Accessing Social Media.....	55
4.1.6	Social Media Preference.....	56
4.2	Measurement Model Analysis.....	57
4.2.1	Offending Estimate Analysis.....	58
4.2.2	Validity Test.....	62
4.2.3	Goodness of Fit Measurement.....	64
4.2.4	Reliability Test.....	65
4.3	Structural Model Analysis.....	68
4.4	Hypotheses Testing and Discussion.....	71
CHAPTER V: CONCLUSION AND RECOMMENDATIONS.....		86
5.1	Conclusion.....	87
5.2	Research Limitations.....	88
5.3	Suggestion.....	89
REFERENCES.....		90
APPENDICES.....		91

LIST OF TABLES

Table 3.1 Validity and Reliability Test for the Questionnaire I.....	36
Table 3.2 Validity and Reliability Test for the Questionnaire II.....	39
Table 3.3 Goodness of Fit Index Summary.....	50
Table 4.1 Respondents Classification Based on Gender.....	52
Table 4.2 Respondents Classification Based on Age.....	53
Table 4.3 Respondents Classification Based on Job.....	53
Table 4.4 Respondents Classification Based on Latest Education.....	54
Table 4.5 Classification of Respondents' Frequency in Accessing Social Media.....	55
Table 4.6 Respondents Classification Based on Social Media Preference.....	56
Table 4.7 The Results of Offending Estimate Analysis.....	60
Table 4.8 The Results of Validity Test of Indicators.....	63
Table 4.9 The Value of Goodness of Fit Index.....	65
Table 4.10 The Results of Reliability Test.....	67
Table 4.11 The Result of Goodness of Fit Measurement.....	69
Table 4.12 Summary of Hypotheses Testing.....	70
Table 4.13 The Result of Hypotheses Testing.....	71

LIST OF FIGURES

Figure 2.1 Full Framework Model.....	26
Figure 4.2 Structural Model.....	69



LIST OF APPENDICES

APPENDIX A: Questionnaire.....	91
APPENDIX B: Validity & Reliability Test Of Research Instruments (SPSS).....	98
APPENDIX C: Tables of Respondents' Characteristics and Classification (SPSS).106	
APPENDIX D: Result Of Model Measurement Before Modification(LISREL).....	108
APPENDIX E: Result Of Model Measurement After Modification (LISREL).....	130
APPENDIX F: Preliminary Structural Equation Model Full.....	141
APPENDIX G: Final Structural Equation Model Full (LISREL).....	146

