

TABLE OF CONTENT

<i>BACHELOR THESIS APPROVAL</i>	<i>ii</i>
<i>EXAMINATION COMPLETION APPROVAL</i>	<i>iii</i>
<i>DECLARATION OF ORIGINALITY</i>	<i>iv</i>
<i>MOTTO</i>	<i>v</i>
<i>ABSTRACT</i>	<i>vi</i>
<i>ABSTRAK</i>	<i>vii</i>
<i>FOREWORD</i>	<i>viii</i>
<i>TABLE OF CONTENT</i>	<i>x</i>
<i>LIST OF TABLE</i>	<i>xiv</i>
<i>TABLE OF FIGURE</i>	<i>xvi</i>
<i>CHAPTER 1 INTRODUCTION</i>	<i>1</i>
1.1 Research Background	1
1.2 Research Problem	22
1.3 Research Objective	23
1.4 Benefit of Research	23
1.4.1 Theoretical Benefits.....	24
1.4.2 Practical Benefits.....	24
1.5 Research Systematic	25
<i>CHAPTER II LITERATURE REVIEW</i>	<i>22</i>
2.1 Grand Theory	22
2.1.1 Stimulus-Organism-Response (S-O-R) Theory	22
2.2 Theoretical Background	23
2.2.1 Live Streaming	23

2.2.2 Electronic Word-of-Mouth (E-WOM)	24
2.2.3 Brand Image	25
2.2.4 Impulse Buying	26
2.3 Previous Research	28
2.4 Relationship Between Variables	31
2.4.1 The Relationship Between Live Streaming and Impulse Buying	31
2.4.2 The Relationship Between Electronic Word-of-Mouth (E-WOM) and Impulse Buying	31
2.4.3 The Relationship Between Brand Image and Impulse Buying	32
2.4.4 The Relationship Between Live Streaming and Brand Image	33
2.4.5 The Relationship Between Electronic Word-of-Mouth (E-WOM) and Brand Image.....	33
2.5 Research Framework	34
<i>CHAPTER III RESEARCH METHODOLOGY</i>	37
3.1 Research Variables.....	37
3.1.1 Independent Variables	37
3.1.2 Dependent Variable	37
3.1.3 Intervening Variable	38
3.2 Operational Definition	38
3.3 Population and Sample	42
3.3.1 Population	42
3.3.2 Sample	42
3.4 Data Types and Sources	44
3.5 Method of Data Collection	45
3.6 Data Analysis Method	46

3.6.1 Development of a Theory-Based Model.....	46
3.6.2 Designing the Path Diagram	47
3.6.3 Translating the Path Diagram into Structural Equations	47
3.6.4 Selection of Input Matrix Type and Estimation Method	48
3.6.5 Structural Model Identification Assessment	48
3.6.6 Evaluation of Goodness of Fit Criteria	49
3.6.7 Model Interpretation and Modification	52
CHAPTER IV DATA ANALYSIS.....	54
4.1 Description of Respondent.....	54
4.1.1 Description of Respondent by Gender.....	54
4.1.2 Description of Respondent by Age	55
4.1.3 Description of Respondent by Occupation	56
4.1.4 Description of Respondents' Interaction with Kérastase.....	57
4.2 Research Instrument Test.....	59
4.2.1 Validity Table.....	59
4.2.2 Reliability.....	61
4.3 SEM Assumption Test.....	63
4.3.1 Data Normality Evaluation	63
4.3.2 Outlier	65
4.3.3 Residual Value Evaluation.....	67
4.4 Confirmatory Factor Analysis (CFA).....	68
4.4.1 Confirmatory Factor Analysis of Endogenous Variables	69
4.4.2 Confirmatory Factor Analysis Exogenous Variables	73
4.5 Full Model.....	77
4.6 Hypothesis Testing	82

4.6.1 Hypothesis 1	83
4.6.2 Hypothesis 2	84
4.6.3 Hypothesis 3	84
4.6.4 Hypothesis 4	84
4.6.5 Hypothesis 5	85
4.7 Analysis of Direct Effect, Indirect effect and Total Effect	85
4.8 Discussion	88
<i>CHAPTER V CONCLUSION</i>	<i>91</i>
5.1 Conclusion	91
5.2 Theoretical Implication	92
5.3 Empirical Implication	93
5.4 Managerial Implication	95
5.5 Research Limitation	96
5.6 Future Studies	98
<i>Bibliography</i>	<i>100</i>
<i>APPENDICES</i>	<i>106</i>

