

# DAFTAR ISI

HALAMAN JUDUL .....	Error! Bookmark not defined.
PERNYATAAN KEASLIAN KARYA TULIS SKRIPSI ....	Error! Bookmark not defined.
HALAMAN PERSETUJUAN .....	Error! Bookmark not defined.
ABSTRAKSI .....	Error! Bookmark not defined.
<i>MOTTO</i> .....	Error! Bookmark not defined.
HALAMAN PERSEMBAHAN .....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	Error! Bookmark not defined.
DAFTAR GAMBAR.....	4
DAFTAR TABEL .....	5
DAFTAR LAMPIRAN .....	6
BAB I.....	Error! Bookmark not defined.
PENDAHULUAN .....	Error! Bookmark not defined.
A. Latar Belakang Masalah .....	Error! Bookmark not defined.
B. Rumusan Masalah .....	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Manfaat Penelitian.....	Error! Bookmark not defined.
BAB 2 .....	Error! Bookmark not defined.
TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
A. Landasan Teori .....	Error! Bookmark not defined.
1. Perilaku Konsumen .....	Error! Bookmark not defined.
2. Niat Beli.....	Error! Bookmark not defined.
3. Media sosial .....	Error! Bookmark not defined.
4. Kualitas Informasi .....	Error! Bookmark not defined.
5. Kredibilitas Informasi .....	Error! Bookmark not defined.
6. Kegunaan informasi.....	Error! Bookmark not defined.
7. Adopsi Informasi.....	Error! Bookmark not defined.
B. Penelitian Terdahulu .....	Error! Bookmark not defined.
C. Hubungan Antar Variabel .....	Error! Bookmark not defined.
1. Pengaruh kualitas Informasi terhadap niat beli online	Error! Bookmark not defined.

2.	Pengaruh kredibilitas Informasi terhadap niat beli online	Error! Bookmark not defined.
3.	Pengaruh kegunaan Informasi terhadap niat beli online	Error! Bookmark not defined.
4.	Pengaruh adopsi Informasi terhadap niat beli online	Error! Bookmark not defined.
<b>D.</b>	<b>Kerangka Konseptual</b>	Error! Bookmark not defined.
<b>BAB III</b>		Error! Bookmark not defined.
<b>METODE PENELITIAN</b>		Error! Bookmark not defined.
<b>A.</b>	<b>Rancangan Penelitian</b>	Error! Bookmark not defined.
<b>B.</b>	<b>Objek dan Waktu Penelitian</b>	Error! Bookmark not defined.
<b>C.</b>	<b>Populasi</b>	Error! Bookmark not defined.
<b>D.</b>	<b>Sampel dan Teknik Sampling</b>	Error! Bookmark not defined.
1.	Sampel	Error! Bookmark not defined.
2.	Teknik Sampling	Error! Bookmark not defined.
3.	Besaran Sampel	Error! Bookmark not defined.
<b>E.</b>	<b>Jenis Data Penelitian</b>	Error! Bookmark not defined.
<b>F.</b>	<b>Prosedur Pengambilan Data</b>	Error! Bookmark not defined.
<b>G.</b>	<b>Skala yang digunakan</b>	Error! Bookmark not defined.
<b>H.</b>	<b>Klasifikasi Variabel Penelitian</b>	Error! Bookmark not defined.
1.	Variabel Terikat atau Dependen (Y)	Error! Bookmark not defined.
2.	Variabel Bebas atau Independen (X)	Error! Bookmark not defined.
<b>I.</b>	<b>Definisi Operasional Variabel</b>	Error! Bookmark not defined.
<b>Tabel 3.1</b>		Error! Bookmark not defined.
	<b>Definisi Operasional Variabel</b>	Error! Bookmark not defined.
<b>J.</b>	<b>Uji Instrumen</b>	Error! Bookmark not defined.
1.	Uji Validitas	Error! Bookmark not defined.
2.	Uji Reliabilitas	Error! Bookmark not defined.
<b>K.</b>	<b>Teknik Analisis Data</b>	Error! Bookmark not defined.
1.	Analisis Deskriptif	Error! Bookmark not defined.
2.	Metode Regresi Linear Berganda	Error! Bookmark not defined.
3.	Uji Hipotesis	Error! Bookmark not defined.
a.	Uji Stastistik T	Error! Bookmark not defined.
<b>BAB IV</b>		Error! Bookmark not defined.
<b>HASIL PENELITIAN DAN PEMBAHASAN</b>		Error! Bookmark not defined.
<b>A.</b>	<b>Hasil Penelitian</b>	Error! Bookmark not defined.

1. Analisis Deskriptif Responden.....	Error! Bookmark not defined.
2. Analisis Deskriptif Variabel.....	Error! Bookmark not defined.
3. Pengujian Hipotesis .....	Error! Bookmark not defined.
<b>BAB V .....</b>	<b>Error! Bookmark not defined.</b>
<b>KESIMPULAN DAN SARAN .....</b>	<b>Error! Bookmark not defined.</b>
<b>A. Kesimpulan.....</b>	<b>Error! Bookmark not defined.</b>
<b>B. Saran .....</b>	<b>Error! Bookmark not defined.</b>
<b>1. Bagi Perusahaan.....</b>	<b>Error! Bookmark not defined.</b>
<b>2. Bagi Peneliti Selanjutnya.....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA.....</b>	<b>Error! Bookmark not defined.</b>
<b>LAMPIRAN.....</b>	<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

2.1. Tahap-tahap proses pengambilan keputusan.....	8
2.1. Tahapan antara evaluasi alternative dan keputusan pembelian.....	10
2.3. Model pengaruh kualitas informasi, kredibilitas informasi. Kegunaan informasi dan adopsi informasi terhadap niat beli online.....	41

## DAFTAR TABEL

2.1. Tabel dimensi kualitas informasi.....	29
2.2. Penelitian terdahulu.....	35
3.1. Definisi Operasional Variabel.....	49
3.2. Hasil pretest uji validitas 30 responden.....	51
3.3. Hasil Uji validitas 125 responden.....	52
3.4. Hasil uji reliabilitas 30 responden.....	54
3.5. Hasil uji reliabilitas 125 responden.....	54
4.1. Karakteristik responden berdasarkan program studi.....	59
4.2. karakteristik responden berdasarkan jenis kelamin.....	60
4.3. karakteristik responden berdasarkan usia.....	61
4.4. karakteristik responden berdasarkan asal responden mengenal media social Instagram.....	61
4.5. penilaian variabel kualitas informasi (X1).....	63
4.6. penilaian variabel kedibilitas informasi (X2).....	64
4.7. penilaian variabel kegunaan informasi (X3).....	65
4.8. penilaian variabel adopsi informasi (X4).....	66
4.9. penilaian variabel niat beli online (Y).....	67
4.10. Hasil analisis regresi linear berganda.....	69
4.11. Hasil Uji-F.....	72
4.12. Hasil koefisien determinasi model summary.....	75

## DAFTAR LAMPIRAN

Lampiran 1 Kuesioner .....	86
Lampiran 2 Rekapitulasi Data 30 Penelitian .....	104
Lampiran 3 Uji Validitas dan Reliabilitas 30 Responden.....	106
Lampiran 4 Rekapitulasi Data 125 Responden.....	114
Lampiran 5 Uji Analisis Data Deskriptif Responden .....	118
Lampiran 6 Rekapitulasi Data 125 Penelitian .....	121
Lampiran 7 Uji Validitas dan Reliabilitas 125 Responden.....	127
Lampiran 8 Uji Analisis Data deskriptif Variabel .....	136
Lampiran 9 Uji Analisis Regresi Berganda.....	14