

LIST OF CONTENTS

Cover	i
Verification Page.....	ii
Statement of Authenticity	iii
Acknowledgements.....	vi
Abstract.....	viii

CHAPTER I

A. Background.....	1
B. Problem Formulation	4
C. Research Objectives	5
D. Benefits of Research	5

CHAPTER II

LITERATURE REVIEW

A. The Conceptual Evolution of Authenticity in Digital Spaces ...	8
B. Previous Studies.....	13
C. Relationship between variables	16
D. Framework of through	19
E. Hypothesis	19

CHAPTER-III

RESEARCH METHOD	21
A. Research Philosophy and Paradigm.....	21
B. Research Approach and Design.....	22
C. Population, Sampling Framework, and Sample Size.....	22
D. Operational Definition and Measurement of Variables.....	24
E. Data Collection Instrument and Scaling	25
F. Data Analysis Method: SEM-PLS via WarpPLS 8.0.....	25

CHAPTER-IV

RESEARCH RESULT AND DISCUSSION

A. Data Analysis and research result.....	28
B. Discussion.....	39

CHAPTER-V

Conclusion and Suggestions	42
----------------------------------	----