

THESIS IN MARKETING

**THE EFFECT OF PERCEIVED VALUE TO PURCHASE
INTENTION IN BUILDING CONSUMER TRUST ON SHOPEE
LIVE STREAMING
(CASE OF AVOSKIN)**



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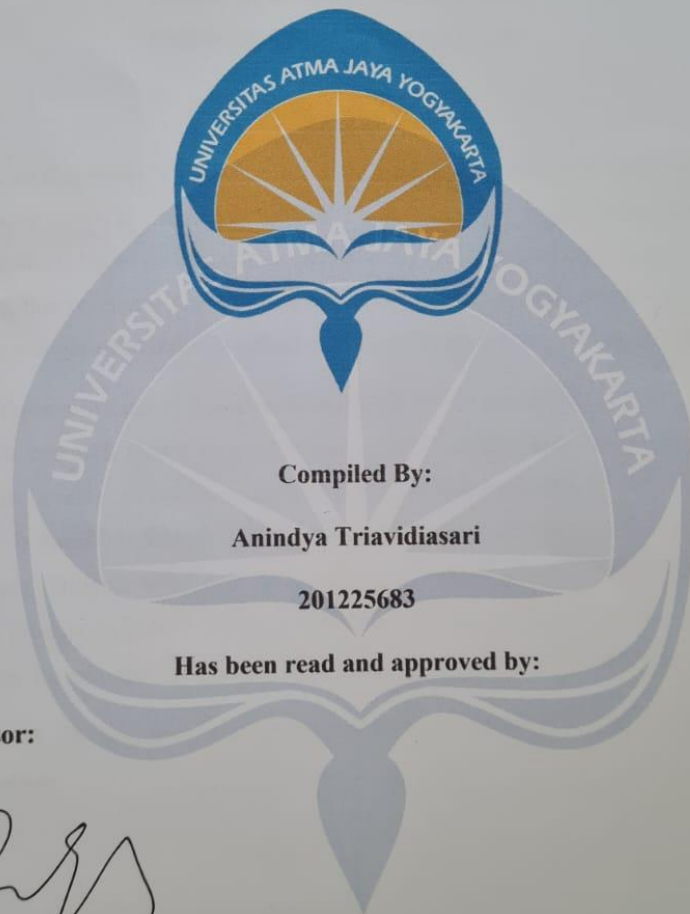
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BUILDING CONSUMER TRUST ON SHOPEE LIVE STREAMING**

(CASE OF AVOSKIN)

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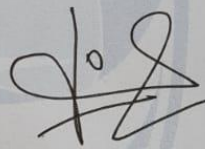
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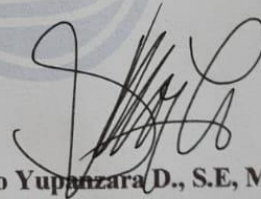


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(CASE OF AVOSKIN)

Declare that this thesis is done by the author. The only exception is the references for the citations needed to fulfil some parts in this thesis and are listed in the thesis' bibliography.

Yogyakarta, 19th June 2024

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Thanks, God, for your guidance and blessing that making it possible for researcher to finish this research. The purpose of this research, is to satisfy the last academic requirement for the Bachelor of International Business and Management program at Universitas Atma Jaya Yogyakarta. The title of this research is:

THE EFFECT OF PERCEIVED VALUE TO PURCHASE INTENTION IN BUILDING CONSUMER TRUST ON SHOPEE LIVE STREAMING

(CASE OF AVOSKIN)

Numerous people have assisted and encouraged the researcher along the way to ultimately complete this research. Thus, the researcher would like to convey gratitude and respect to the following people:

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Ultimately, the researcher concluded that there are still some issues with this thesis. Any feedback or suggestions that could improve this study for further research are welcome and appreciated by the researcher. Thus, the researcher anticipates that everyone will benefit from this thesis in a number of ways.

Yogyakarta, 5th June 2024

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ABSTRACT

The objective of this study is to find the effect of perceived value (utilitarian value, hedonic value, and social value) to purchase intention in building consumer trust (trust in seller and trust in product) based on stimulus-organism- response (SOR) model. There are 139 respondents that passed the filter questions. The questionnaire was gathered through online questionnaire that was shared in Google Forms while using Likert-scale.

Partial Least Square-Structural Equation Model (PLS-SEM) was used to analyze the data. The finding of this research shows that utilitarian value, hedonic value, social value positively influences trust in seller, utilitarian value also positively influence trust in product. Meanwhile, hedonic value is doesn't influence trust in product and social value positively doesn't influence trust in product. Trust in seller positively influence trust in product and also purchase intention. Lastly, trust in product influence purchase intention.

Keywords: SOR Theory, live streaming e-commerce perceived value, consumers' trust, purchase intention.

TABLE OF CONTENTS

APPROVAL PAGE.....	ii
DEAN APPROVAL PAGE.....	iii
AUTHENTICITY ACKNOWLEDGEMENT	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
LIST OF TABLES.....	x
LIST OF FIGURES	xi
LIST OF APPENDIXES	xii
CHAPTER I.....	1
1.1 Research Background.....	1
1.2 Research Questions	7
1.3 Objectives of Study	8
CHAPTER II	9
2.1 Literature Review	9
2.1.1 SOR Theory	9
2.1.2 Live Streaming E-Commerce.....	10
2.1.3 Perceived Value	10
2.1.4 Purchase Intention.....	11
2.1.5 Consumer Trust.....	11
2.2 Previous Study.....	13
2.3 Hypothesis Development	21
2.3.1 Utilitarian Value.....	21
2.3.2 Hedonic Value.....	22
2.3.3 Social Value	23
2.3.4 Consumer Trust.....	23
2.4 Research Model.....	25
CHAPTER III.....	26
3.1 Type of Research.....	26
3.2 Sample and Sampling Method	26
3.3 Data Collecting Method	27
3.4 Data Measurement Method	27

3.5	Face Validity	27
3.6	Operational Definition.....	29
3.8	Measurement Model (Outer Model).....	34
3.9	Structure Model (Inner Model)	36
CHAPTER IV		37
DATA ANALYSIS AND DISCUSSION		37
4.1	Descriptive Statistics Analysis	37
4.1.1	Result of Filter Questions	37
4.1.2	Respondent Descriptive Statistics	37
4.2	SmartPLS Analysis.....	39
4.3	Measurement Model Analysis (Outer Model).....	40
4.3.1	Convergent Validity Test	40
4.3.2	Discriminant Validity Test	42
4.3.3	Composite Reliability Test.....	44
4.4	Structural Model Analysis (Inner Model)	45
4.5	Hypotheses Testing	46
4.6	Hypotheses Discussion	49
4.7	Summary of Hypotheses	53
CHAPTER V		55
5.1	Conclusion.....	55
5.2	Managerial Implications.....	56
5.3	Research Limitations	58
Bibliography		59
APPENDIX.....		64
APPENDIX I.....		64
Questionnaire Questions.....		64
APPENDIX II.....		71
Answers		71
APPENDIX III		79
PLS Calculation.....		79

LIST OF TABLES

Table 2.1 Previous Study	13
Table 3.1 Face Validity Test	28
Table 3.2 Operational Definition	29
Table 4.1 Respondent Distribution Based on Gender	38
Table 4.2 Respondent Distribution Based on Age	38
Table 4.3 Outer Model	41
Table 4.4 Average Variance Extracted	42
Table 4.5 Cross Loading	43
Table 4.6 Composite Reliability	45
Table 4.7 R-Square Result	45
Table 4.8 Path Coefficients	47
Table 4.9 Summary of Hypotheses	53

LIST OF FIGURES

Figure 1.1 Shopee’s Total Visitors Across South East Asia and Taiwan.....	2
Figure 1.2 Most Visited E-Commerce in Indonesia.....	3
Figure 1.3 Shopee Livestream.....	4
Figure 1.4 Most Used E-Commerce Live Stream Platform.....	4
Figure 2.1 Research Framework.....	25
Figure 4.1 Structure Model	39
Figure 4.2 Construct Model	40
Figure 4.3 Bootstrapping Construct Model.....	46

LIST OF APPENDIXES

APPENDIX I Questionnaire Questions	64
APPENDIX II Answers	71
APPENDIX III PLS Calculation.....	79