

## DAFTAR ISI

PERNYATAAN BEBAS DARI PLAGIAT.....	ii
PERTANGGUNG JAWABAN SKRIPSI.....	iii
LEMBAR YURIDIS.....	iv
KATA PENGANTAR.....	v
ABSTRAK.....	viii
ABSTRACT.....	ix
RINGKASAN SKRIPSI.....	x
DAFTAR ISI.....	xiii
DAFTAR TABEL.....	xiv
DAFTAR GAMBAR.....	xv
DAFTAR LAMPIRAN.....	xvi
1. INTRODUCTION .....	87
2. LITERATURE REVIEW.....	88
2.1 Fear of Missing Out (FOMO).....	88
2.2 Social Media Content (SMC).....	88
2.3 Impulse Buying Tendency (IBT).....	88
2.4 Online Impulse Buying Behaviour (OIBB).....	89
3. RESEARCH METHOD.....	89
3.1 Measurements.....	89
3.2 Sampling and Data Collection.....	89
3.3 Data Analysis.....	90
4. RESULT AND DISCUSSION.....	90
4.1 Respondent Characterstics.....	90
4.2 Measurement and Structural Models.....	91
4.2.1 Hypotheses Testing.....	92
5. CONCLUSION.....	93
6. RECOMMENDATIONS.....	93
7. ACKNOWLEDGEMENT.....	93
8. REFERENCES.....	94
LAMPIRAN	