

DAFTAR ISI

JUDUL	i
PERNYATAAN BEBAS DARI PLAGIAT	ii
PERTANGGUNGJAWABAN SKRIPSI	iii
PENGESAHAN SKRIPSI	iv
UCAPAN TERIMA KASIH	vi
ABSTRAK	viii
ABSTRACT	ix
RINGKASAN	x
DAFTAR ISI	xiv
DAFTAR TABEL	xv
DAFTAR GAMBAR	xvi
DAFTAR LAMPIRAN	xvii
ABSTRACT	4439
INTRODUCTION	4439
MATERIALS AND METHODS	4440
1. Materials	4440
1.1 Discount on Livestream Selling and Impulse Buying	4440
1.2 Discount on Livestream Selling and Positive Emotion	4440
1.3 Positive Emotion and Impulse Buying	4441
2. Methods	4441
2.1 Measurements	4441
2.2 Sampling and Data Collection	4441
2.3 Data Analysis	4441
RESULT AND DISCUSSION	4441
1. Respondent Characteristics	4441
2. Measurement and Structural Models	4443
3. Hypotheses Testing	4444
DISCUSSION	4445
CONCLUSIONS	4445
DATA AVAILABILITY	4445
CONFLICTS OF INTEREST	4445
FUNDING STATEMENT	4445
AUTHORS' CONTRIBUTIONS	4445
ACKNOWLEDGMENTS	4445
REFERENCES	4446
LAMPIRAN	