

DAFTAR ISI

KATA PENGANTAR	iv
DAFTAR GAMBAR	vii
DAFTAR TABEL	viii
ABSTRAK	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1. Latar Belakang.....	Error! Bookmark not defined.
1.2. Rumusan Masalah	Error! Bookmark not defined.
1.3. Tujuan Penelitian.....	Error! Bookmark not defined.
1.4. Manfaat Penelitian.....	Error! Bookmark not defined.
1.4.1. Manfaat Teoritis	Error! Bookmark not defined.
1.4.2. Manfaat Praktis	Error! Bookmark not defined.
1.5. Ruang Lingkup	Error! Bookmark not defined.
1.6. Sistematika Penulisan.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
2.1. Generasi Milenial	Error! Bookmark not defined.
2.1.1. Pendapatan generasi milenial.....	Error! Bookmark not defined.
2.1.2. Teknologi generasi milenial.....	Error! Bookmark not defined.
2.1.3. Pendidikan dan karier.....	Error! Bookmark not defined.
2.1.4. Pandangan finansial dan gaya hidup.....	Error! Bookmark not defined.
2.1.5. Tipe-tipe generasi milenial.....	Error! Bookmark not defined.
2.2. <i>E-Commerce</i>	Error! Bookmark not defined.
2.3. <i>Impulsive buying behavior</i>	Error! Bookmark not defined.
2.4. <i>Financial literacy</i>	Error! Bookmark not defined.
2.4.1. <i>Money and Transactions</i>	Error! Bookmark not defined.
2.4.2. <i>Planning and Managing Finances</i>	Error! Bookmark not defined.
2.4.3. <i>Risk and Reward</i>	Error! Bookmark not defined.
2.4.4. <i>Financial Landscape</i>	Error! Bookmark not defined.
2.5. Faktor Situasional.....	Error! Bookmark not defined.
2.5.1. Ketersediaan Uang	Error! Bookmark not defined.
2.5.2. Ketersediaan Waktu	Error! Bookmark not defined.
2.5.3. Kesejahteraan Ekonomi	Error! Bookmark not defined.
2.5.4. Penggunaan Kartu Kredit.....	Error! Bookmark not defined.
2.6. Emosi Positif	Error! Bookmark not defined.
2.7. Penelitian Terdahulu.....	Error! Bookmark not defined.
2.8. Kerangka Penelitian.....	Error! Bookmark not defined.
2.9. Hipotesis	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
3.1. Desain Penelitian	Error! Bookmark not defined.
3.2. Lokasi dan Waktu Penelitian.....	Error! Bookmark not defined.
3.3. Metode Pengumpulan Data	Error! Bookmark not defined.
3.4. Populasi dan Sampel.....	Error! Bookmark not defined.
3.4.1. Populasi	Error! Bookmark not defined.
3.4.2. Sampel.....	Error! Bookmark not defined.
3.5. Analisis Kualitatif.....	Error! Bookmark not defined.
3.6. Instrumen Penelitian	Error! Bookmark not defined.
3.7. Definisi Operasional	Error! Bookmark not defined.

3.8.	Statistik Deskriptif.....	Error! Bookmark not defined.
3.9.	Uji Validitas dan Reliabilitas.....	Error! Bookmark not defined.
3.10.	Uji Asumsi Klasik.....	Error! Bookmark not defined.
3.10.1.	Uji Normalitas	Error! Bookmark not defined.
3.10.2.	Uji Heterokedastisitas	Error! Bookmark not defined.
3.10.3.	Uji Multikolinearitas	Error! Bookmark not defined.
3.11.	Uji Regresi Linear Berganda	Error! Bookmark not defined.
	BAB IV HASIL DAN ANALISIS	Error! Bookmark not defined.
4.1.	Karakteristik Responden	Error! Bookmark not defined.
4.2.	Statistik Deskriptif.....	Error! Bookmark not defined.
4.2.1.	Hasil Analisis Deskriptif Variabel IB ...	Error! Bookmark not defined.
4.2.2.	Hasil Analisis Deskriptif Variabel FL ..	Error! Bookmark not defined.
4.2.3.	Hasil Analisis Deskriptif Variabel FS...	Error! Bookmark not defined.
4.2.4.	Hasil Analisis Deskriptif Variabel E.....	Error! Bookmark not defined.
4.3.	Hasil Uji Validitas dan Reliabilitas Pretest	Error! Bookmark not defined.
4.3.1.	Hasil Uji Validitas dan Reliabilitas Variabel <i>Financial literacy</i>	Error! Bookmark not defined.
4.3.2.	Hasil Uji Validitas dan Reliabilitas Faktor Situasional	Error! Bookmark not defined.
4.3.3.	Hasil Uji Validitas dan Reliabilitas Emosi Positif	Error! Bookmark not defined.
4.4.	Hasil Uji Asumsi Klasik.....	Error! Bookmark not defined.
4.4.1.	Uji Normalitas P-Plot.....	Error! Bookmark not defined.
4.4.2.	Uji Normalitas Kolmogorov-Smirnov ..	Error! Bookmark not defined.
4.4.3.	Uji Heterokedastisitas <i>Scatterplot</i>	Error! Bookmark not defined.
4.4.4.	Uji Park	Error! Bookmark not defined.
4.4.5.	Uji Multikolinearitas	Error! Bookmark not defined.
4.5.	Hasil Uji Regresi Linear Ganda	Error! Bookmark not defined.
4.5.1.	Hasil Uji F.....	Error! Bookmark not defined.
4.5.2.	Hasil Uji T	Error! Bookmark not defined.
4.6.	Keputusan Hipotesis	Error! Bookmark not defined.
4.7.	Pembahasan	Error! Bookmark not defined.
4.7.1.	Implikasi Teoritis	Error! Bookmark not defined.
	BAB V KESIMPULAN DAN SARAN.....	Error! Bookmark not defined.
5.1.	Kesimpulan.....	Error! Bookmark not defined.
5.2.	Saran	Error! Bookmark not defined.
5.3.	Keterbatasan penelitian	Error! Bookmark not defined.
	DAFTAR PUSTAKA	Error! Bookmark not defined.

DAFTAR GAMBAR

- Gambar 1. 1 Grafik Pertumbuhan Pengguna Internet **Error! Bookmark not defined.**
Gambar 1. 2 Pembagian Generasi**Error! Bookmark not defined.**
Gambar 1. 3 Pembagian Berdasar Usia.....**Error! Bookmark not defined.**
- Gambar 4. 1 Jenis Kelamin Responden**Error! Bookmark not defined.**
Gambar 4. 2 Usia Responden.....**Error! Bookmark not defined.**
Gambar 4. 3 Domisili Responden**Error! Bookmark not defined.**
Gambar 4. 4 Pekerjaan Responden**Error! Bookmark not defined.**
Gambar 4. 5 Pemasukan perbulan.....**Error! Bookmark not defined.**
Gambar 4. 6 Frekuensi belanja *online*.....**Error! Bookmark not defined.**
Gambar 4. 7 Pengeluaran belanja *online*.....**Error! Bookmark not defined.**
Gambar 4. 8 Jenis barang yang dibeli *online***Error! Bookmark not defined.**
Gambar 4. 9 Hasil Uji Normalitas P-Plot.....**Error! Bookmark not defined.**
Gambar 4. 10 Hasil Uji *Scatterplot*.....**Error! Bookmark not defined.**

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 3. 1 Metode Pengumpulan Data	Error! Bookmark not defined.
Tabel 3. 2 Tabel Pertanyaan Wawancara	Error! Bookmark not defined.
Tabel 3. 3 Skor Jawaban	Error! Bookmark not defined.
Tabel 3. 4 Definisi Operasional	Error! Bookmark not defined.
Tabel 4. 1 Analisis Deskriptif Variabel IB.....	Error! Bookmark not defined.
Tabel 4. 2 Analisis Deskriptif Variabel FL.....	Error! Bookmark not defined.
Tabel 4. 3 Analisis Deskriptif Variabel FS	Error! Bookmark not defined.
Tabel 4. 4 Analisis Deskriptif Variabel E	Error! Bookmark not defined.
Tabel 4. 5 Hasil Uji Validitas dan Reliabilitas <i>Pretest</i>	Error! Bookmark not defined.
Tabel 4. 6 Uji Validitas <i>Financial literacy</i>	Error! Bookmark not defined.
Tabel 4. 7 Hasil Uji Reliabilitas <i>Financial literacy</i>	Error! Bookmark not defined.
Tabel 4. 8 Hasil Uji Validitas Faktor Situasional ..	Error! Bookmark not defined.
Tabel 4. 9 Hasil Uji Reliabilitas Faktor Situasional	Error! Bookmark not defined.
Tabel 4. 10 Hasil Uji Validitas Emosi Positif	Error! Bookmark not defined.
Tabel 4. 11 Uji Reliabilitas Emosi Positif.....	Error! Bookmark not defined.
Tabel 4. 12 Uji Normalitas Kolmogorov-Smirnov	Error! Bookmark not defined.
Tabel 4. 13 Hasil Uji Park	Error! Bookmark not defined.
Tabel 4. 14 Hasil Uji Multikolinearitas.....	Error! Bookmark not defined.
Tabel 4. 15 Hasil Uji Regresi Linear Ganda	Error! Bookmark not defined.
Tabel 4. 16 Hasil Uji F.....	Error! Bookmark not defined.
Tabel 4. 17 Hasil Uji T.....	Error! Bookmark not defined.