

## TABLE OF CONTENTS

<b>APPROVAL OF THESIS</b>	<b>ii</b>
<b>APPROVAL OF EXAMINATION PASSAGE</b>	<b>iii</b>
<b>DECLARATION OF ORIGINALITY</b>	<b>iv</b>
<b>MOTTOS</b>	<b>v</b>
<b>ABSTRACT</b>	<b>vi</b>
<b>ACKNOWLEDGEMENT</b>	<b>vii</b>
<b>TABLE OF CONTENTS</b>	<b>x</b>
<b>LIST OF TABLE</b>	<b>xiii</b>
<b>LIST OF FIGURE</b>	<b>xiv</b>
<b>LIST OF APPENDIX</b>	<b>xv</b>
<b>CHAPTER I: INTRODUCTION</b>	<b>1</b>
1.1. Research Background	1
1.2. Research Problem	5
1.3. Research Questions	5
1.4. Research Purposes	6
1.5. Research Benefits	6
<b>CHAPTER II: LITERATURE REVIEW</b>	<b>7</b>
2.1. Theoretical Foundation	7
2.1.1. Consumer Behavior Theory	7
2.1.2. Purchase Decision	8
2.1.3. Purchase Intention	9
2.1.4. Influencer Marketing	10
2.1.5. Electronic Word of Mouth	11
2.2. Hypotheses Development	12
2.2.1. Social Media Influencer to Purchase Intention	12
2.2.2. Electronic Word of Mouth to Purchase Intention	13
2.2.3. Purchase Intention to Purchase Decision	14
2.3. Theoretical Framework	15
2.4. Previous Research	15
<b>CHAPTER III: DATA AND METHOD</b>	<b>19</b>
3.1. Operational Definition of the Variables	19
3.2. Data, Sample, and Population	20
3.2.1. Data Sources and Types	20
3.2.2. Population and Sample	21

3.3. Analysis Data	22
3.4. Research Instrument Analysis	23
3.4.1. Validity Test	23
3.4.2. Reliability Test	24
3.5. Measurement Model (Outer Model)	25
3.5.1. Convergent Validity Test	25
3.5.2. Discriminant Validity Model	25
3.5.3. Composite Reliability Test	26
3.6. Structural Model (Inner Model)	26
3.6.1. Path Coefficient Value	27
3.6.2. Determination Coefficient (R <sup>2</sup> )	27
3.6.3. Predictive Relevance (Q <sup>2</sup> )	27
3.6.4. Goodness of Fit Index	28
3.6.5. Partial Influence Measure (f <sup>2</sup> )	28
3.7. Hypothesis Testing	28
<b>CHAPTER IV: RESEARCH RESULTS AND DISCUSSION</b>	<b>30</b>
4.1. Research Result	30
4.1.1. Descriptive Research Data	30
4.1.2. Respondent Demographics	31
4.2. Measurement Model (Outer Model)	32
4.3.1. Convergent Validity Test	33
4.3.2. Discriminant Validity Test	34
4.3.3. Composite Reliability Test	36
4.3. Structural Model (Inner Model)	37
4.3.1. Path Coefficient Value	37
4.3.2. Determination Coefficient (R <sup>2</sup> )	38
4.3.3. Predictive Relevance (Q <sup>2</sup> )	39
4.3.4. Goodness of Fit Index	39
4.3.5. Partial Influence Measure (f <sup>2</sup> )	40
4.4. Hypothesis Testing	41
<b>CHAPTER V: CONCLUSION</b>	<b>43</b>

5.1. Conclusion	43
5.2. Theoretical Implications	44
5.3. Managerial Implications	46
5.4. Limitation	47
5.5. Agenda for Future Research	47
<b>BIBLIOGRAPHY</b>	<b>49</b>
<b>APPENDIX</b>	<b>57</b>

## LIST OF TABLE

TABLE 2.4.1. PREVIOUS RESEARCH	16
TABLE 3.1.1. OPERATIONAL DEFINITION OF THE VARIABLES	19
TABLE 3.2.1.1. SEMANTIC DIFFERENTIAL SCALE	21
TABLE 3.4.1.1. VALIDITY TEST RESULT	23
TABLE 3.4.2.1. RELIABILITY TEST RESULT	24
TABLE 4.1.2.1. RESPONDENTS DEMOGRAPHICS	31
TABLE 4.2.1.1. CONVERGENT VALIDITY RESULT	33
TABLE 4.2.2.1. CROSS LOADING VALUE RESULT	35
TABLE 4.2.3.1. COMPOSITE RELIABILITY AND CRONBACH'S ALPHA	36
TABLE 4.3.2.1. DETERMINATION COEFFICIENT RESULT	38
TABLE 4.3.3.1. PREDICTIVE RELEVANCE RESULT	39
TABLE 4.3.5.1. PARTIAL INFLUENCE MEASURE RESULT	40
TABLE 4.4.1. HYPOTHESIS TESTING RESULT	41
TABLE 5.2.1. THEORETICAL IMPLICATIONS	45
TABLE 5.3.1. MANAGERIAL IMPLICATIONS	46

## LIST OF FIGURE

FIGURE 2.3.1. THEORETICAL FRAMEWORK	15
FIGURE 4.2.1. OUTER MODEL ANALYSIS	33
FIGURE 4.3.1.1. INNER MODEL ANALYSIS	38

## LIST OF APPENDIX

QUESTIONNAIRE	57
RESPONDENTS	60
SPSS VALIDITY TEST OF EACH VARIABLES	65
SPSS RELIABILITY TEST OF EACH VARIABLES	67
SMARTPLS OUTPUT ANALYSIS	68
SMARTPLS BOOTSTRAPING	73
SMARTPLS BLINDFOLDING	80