

TABLE OF CONTENTS

TITLE.....	i
APPROVAL OF THESIS.....	ii
APPROVAL OF EXAM PASSAGE	iii
STATEMENT OF THESIS ORIGINALITY	iv
MOTTO AND DEDICATION.....	v
ABSTRACT	vi
ABSTRAK	vii
FOREWORD.....	viii
TABLE OF CONTENTS.....	xi
LIST OF TABLE.....	xiv
LIST OF FIGURE.....	xvi
LIST OF APPENDIX	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Research Background	1
1.2 Formulation of the Problem.....	12
1.3 Research Purpose.....	13
1.4 Research Objective	13
1.4.1 Objective for Academic.....	13
1.4.2 Objective for Practical.....	13
1.5 Systematic of Writing.....	13
CHAPTER II LITERATURE REVIEW	15
2.1 Theoretical Basis	15
2.1.1 Elaboration Likelihood Model (ELM).....	15
2.1.2 E-Marketing.....	17
2.1.3 Electronic Word of Mouth.....	19
2.1.4 Brand Image.....	21
2.1.5 Consumer Trust	24
2.1.6 Purchase Intention	24
2.2 Previous Research.....	25

2.3	Variables Relationship and Hypotheses Development.....	27
2.3.1	Electronic Word of Mouth on Purchase Intention.....	27
2.3.2	Brand Image on Purchase Intention.....	29
2.3.3	Electronic Word of Mouth on Consumer Trust.....	30
2.3.4	Brand Image on Consumer Trust.....	31
2.3.5	Consumer Trust on Purchase Intention.....	31
2.4	Research Model	32
CHAPTER III RESEARCH METHODS.....		34
3.1	Research Variables and Operational Definition of Variables.....	34
3.1.1	Research Variables	34
3.2	Data, Sample, and Population.....	36
3.2.1	Data.....	37
3.2.2	Population	37
3.2.3	Sample	38
3.4	Methods of Data Collection.....	38
3.4.1	Questionnaire	39
3.4.2	Literature Study	40
3.5	Analysis Methods	40
3.5.1	Instrument Test	40
3.5.2	Classical Assumption Test.....	41
3.5.3	Hypothesis Test and Data Analysis	42
CHAPTER IV RESULTS AND ANALYSIS.....		50
4.1	Description of Research Object.....	50
4.1.1	General Description of Respondents	51
4.1.2	Respondent by Gender.....	51
4.1.3	Respondent by Age.....	51
4.1.4	Respondent by Status.....	52
4.1.5	Respondent by Expenditure.....	52
4.2	Descriptive Analysis.....	53
4.2.1	Descriptive Analysis of Electronic Word of Mouth.....	53
4.2.2	Descriptive Analysis of Brand Image.....	54

4.2.3	Descriptive Analysis of Consumer Trust.....	56
4.2.4	Descriptive Analysis of Purchase Intention.....	57
4.3	Multivariate Analysis.....	58
4.3.1	Theoretical Model Development.....	58
4.3.2	Path Diagram.....	59
4.3.3	Measurement Model Equation.....	60
4.3.4	Structural Equation Model.....	60
4.3.5	Matrix Input and Model Estimation.....	61
4.3.6	Confirmatory Factor Analysis (CFA).....	61
4.3.7	Intervening Variable CFA.....	64
4.3.8	Structural Test.....	66
4.3.9	Hypothesis Test.....	72
4.3.10.	Direct Effect, Indirect Effect, and Total Effect.....	75
4.4	Discussion.....	78
4.4.1	The Influence of E-WOM on Purchase Intention.....	78
4.4.2	The Influence of Brand Image on Purchase Intention....	78
4.4.3	The Influence of E-WOM on Consumer Trust.....	79
4.4.4	The Influence of Brand Image on Consumer Trust.....	79
4.4.5	The Influence of Consumer Trust on Purchase Intention	80
4.4.6	The Influence of E-WOM and Brand Image on Purchase Intention Mediated by Consumer Trust.....	81
CHAPTER V CONCLUSION		82
5.1	Conclusion.....	82
5.1.1	Theoretical Implication.....	84
5.1.2	Managerial Implication.....	85
5.2	Limitation.....	85
5.3	Suggestion.....	86
REFERENCES.....		87
APPENDIX.....		91