

## TABLE OF CONTENT

APPROVAL OF UNDERGRADUATE THESIS .....	i
DECLARATION OF EXAMINATION COMPLETION .....	i
STATEMENT OF ORIGINALITY THESIS .....	ii
MOTTO AND TRIBUTES .....	iii
ABSTRACT .....	iv
ABSTRAK .....	v
PREFACE .....	vi
TABLE OF CONTENT .....	ix
LIST OF FIGURES .....	xi
LIST OF TABLE .....	xii
CHAPTER I INTRODUCTION .....	1
1.1.Background .....	1
1.2.Formulation of the problem .....	4
1.3.Research Objectives .....	5
1.4.Benefit of Research .....	5
CHAPTER II THEORITICAL BASIS .....	6
2.1. Literature Review .....	6
2.1.1. Marketing .....	6
2.1.2. Customer Satisfaction .....	7
2.1.3. Customer Engagement .....	7
2.1.4. Promotion .....	8
2.1.5. Brand Equity .....	9
2.1.6. Perceived Quality .....	10
2.2.Previous Research .....	10
2.3.Interrelationship of Variables .....	13
2.3.1. The Influence of Promotion on Customer Satisfaction .....	13
2.3.2. The Influence of Perceived Quality on Customer Satisfaction .....	13
2.3.3. The Influence of Brand Equity on Customer Satisfaction .....	14
2.3.4. The Influence of Promotion on Customer Engagement .....	14
2.3.5. The Influence of Brand Equity on Customer Engagement .....	15
2.3.6. The Influence of Perceived Quality on Customer Engagement .....	15
2.3.7. The Influence of Customer Engagement on Customer Satisfaction .....	16
2.4. Theoretical Research Framework .....	17
CHAPTER III RESEARCH METHODS .....	18
3.1. Operational Definition of Variable Measurement .....	18
3.1.1. Research Variable .....	18
3.2. Operational Definition, Measurement Variables and Indicators .....	19
3.3. Population and Sample .....	21
3.3.1. Population .....	21

3.3.2. Sample .....	21
3.4. Data Types and Sources .....	21
3.5. Method of Collecting data.....	22
3.6. Analysis Method.....	23
3.6.1.Descriptive Analysis .....	23
3.6.2. Validity and Reliability Test.....	23
3.6.3. Analysis Structural Equation Modelling (SEM).....	25
<b>CHAPTER IV RESULT AND DISCUSSION .....</b>	<b>29</b>
4.1. Description of Respondent Characteristics .....	29
4.2. Analysis Results .....	30
4.2.1. Confirmatory Factor Analysis .....	30
4.2.2. Analysis Full Model SEM .....	37
4.2.3. SEM Assumption.....	38
4.3. Hypothesis Test .....	45
4.4. Discussion .....	46
4.4.1. The Effect of Promotion on Customer Satisfaction.....	46
4.4.2. The Effect of Perceived Quality on Customer Satisfaction.....	47
4.4.3. The Effect of Brand Equity on Customer satisfaction.....	47
4.4.4. The Effect of Promotion on Customer Engagement.....	48
4.4.5. The Effect of Brand Equity on Customer Engagement .....	49
4.4.6. The Effect of Perceived Quality on Customer Engagement.....	49
4.4.7. The Effect of Customer Engagement on Customer Satisfaction .....	50
<b>CHAPTER V CLOSING.....</b>	<b>51</b>
5.1.Conclusion .....	51
5.2.Implication.....	52
5.2.1. Implication Theoretical.....	53
5.2.2. Implication Managerial.....	55
5.3.Research Limitations .....	56
5.4. Suggestion for Future Research.....	56
<b>BIBLIOGRAPHY .....</b>	<b>73</b>
<b>APPENDIX A.....</b>	<b>73</b>
<b>APPENDIX B.....</b>	<b>73</b>
<b>APPENDIX C.....</b>	<b>73</b>
<b>APPENDIX D.....</b>	<b>73</b>
<b>APPENDIX E .....</b>	<b>73</b>