

TABLE OF CONTENT

THESIS APPROVAL.....	ii
APPROVAL OF EXAMINATION PASSAGE.....	iii
DECLARATION OF ORIGINALITY.....	iv
ABSTRACT.....	v
MOTTOS.....	vi
ACKNOWLEDGEMENT.....	viii
TABLE OF CONTENT.....	x
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
LIST OF ATTACHMENTS.....	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Problem.....	12
1.3 Research Objectives.....	12
1.4 Research Contribution.....	13
1.5 Writing Systems.....	13
CHAPTER II LITERATURE REVIEW.....	15
2.1 Theoretical Background.....	15
2.1.1 Brand Management Theory.....	15
2.1.2 Social Media Marketing Activities.....	17
2.1.3 Brand Image.....	19
2.1.4 Brand Awareness.....	20
2.1.5 Brand Equity.....	21
2.2 Previous Research.....	23
2.3 Relationship Between Variables.....	25
2.3.1 The Relationship Between Social Media Marketing Activities and Brand Awareness.....	25
2.3.2 The relationship between Social Media Marketing Activities and Brand Image.....	26
2.3.3 The relationship between Brand Awareness and Brand Equity.....	27
2.3.4 The relationship between Brand Awareness and Brand Image.....	28
2.3.5 The relationship between Brand Image and Brand Equity.....	29
2.4 Research Framework.....	31
2.5 Hypothesis.....	32

CHAPTER III RESEARCH METHODOLOGY	33
3.1 Research Variables and Operational Definitions of Variables	33
3.1.1 Operational Definition of Variables	33
3.2 Population and Sample.....	35
3.2.1 Population	35
3.2.2 Sample.....	35
3.3 Data Types and Sources	36
3.4 Data Collecting Method	36
3.5 Data Analysis Method	37
3.5.1 Test Research Instruments.....	37
3.5.2 SEM Assumption Test.....	38
3.5.3 Evaluation of Goodness of Fit Criteria	39
3.6 Hypothesis test	42
CHAPTER IV DISCUSSION	44
4.1 Company Overview	44
4.2 General Description of Respondents.....	44
4.3 SEM Analysis.....	48
4.3.1 Confirmatory Factor Analysis Test.....	48
4.3.1.1 CFA Test of Exogenous Variables	48
4.3.1.2 CFA Test of Endogenous Variables	51
4.3.2 Structural Test	53
4.3.2.1 Sample Size.....	55
4.3.2.2 Normality Test.....	55
4.3.2.3 Outlier Test.....	56
4.3.2.4 Multicollinearity and Singularity Test.....	57
4.3.2.5 Convergent Validity Test	58
4.3.2.6 Reliability Test	60
4.3.2.7 Residual Value Test	61
4.3.3 Hypothesis test	62
4.4 Discussion	64
CHAPTER V CONCLUSION	67
5.1 Conclusion.....	67
5.2 Theoretical Implications.....	68
5.3 Managerial Implications.....	69
5.4 Research Limitations.....	70
5.5 Suggestions for Further Research	71
REFERENCES.....	72