

DAFTAR ISI

PERSETUJUAN SKRIPSI	i
PENGESAHAN KELULUSAN SKRIPSI	ii
PERNYATAAN ORISINALITAS SKRIPSI	iii
MOTTO DAN PERSEMBAHAN	iv
ABSTRACT	v
ABSTRAK	vi
KATA PENGANTAR	vii
DAFTAR ISI	xi
DAFTAR TABEL	xiv
DAFTAR GAMBAR	xv
DAFTAR LAMPIRAN	xvi
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang Masalah Penelitian	1
1.2 Rumusan Masalah	19
1.3 Tujuan dan Kegunaan Penelitian	20
1.4 Sistematika Penelitian	21
BAB II	23
TINJAUAN PUSTAKA	23
2.1 Landasan Teori dan Penelitian Terdahulu	23
2.1.1 <i>Stimulus-Organisme-Respon (SOR) Theory</i>	23
2.1.2 <i>Social Media Marketing Activities</i>	24
2.1.3 <i>AI Marketing Activities</i>	26
2.1.4 <i>Brand Experience</i>	27
2.1.5 <i>Consumer based brand equity</i>	29
2.2 Pengaruh Antar Variabel	30
2.2.1 Pengaruh Social Media Marketing Activities dan Brand Experience 30	
2.2.2 Pengaruh AI Marketing Activities dan Brand Experience	31
2.2.3 Pengaruh Brand Experience dan Costumer Based-Brand Equity ...	32
2.2.4 Pengaruh Social Media Marketing dan Costumer Based-Brand Equity 33	

2.2.5	Pengaruh AI Marketing Activities dan Costumer Based-Brand Equity	34
2.3	Kerangka Pemikiran.....	35
2.4	Hipotesis	35
BAB III	36
METODE PENELITIAN	36
3.1	Variabel Penelitian dan Defenisi Operasi Variabel	36
3.1.1	Variabel Penelitian	36
3.1.2	Definisi Operasional Variabel	37
3.2	Populasi dan Sampel	39
3.2.1	Populasi	39
3.2.2	Sampel.....	39
3.3	Jenis dan Sumber Data.....	41
3.4	Metode Pengumpulan Data	41
3.4.1	Data Primer	41
3.4.2	Data Sekunder.....	42
3.5	Metode Analisis.....	42
3.5.1	Pengujian Kualitas Data Penelitian	43
3.5.2	Uji Structural Equation Model (SEM)	43
BAB IV	51
HASIL DAN ANALISIS	51
4.1	Deskripsi Objek Penelitian	51
4.1.1	Gambaran Objek Penelitian	51
4.1.2	Gambaran Responden Penelitian.....	51
4.1.3	Deskripsi Variabel Penelitian	55
4.2	Hasil Analisis Data.....	61
4.2.1	Uji Kualitas Data	61
4.3	Hasil Analisis SEM.....	63
4.3.1	Pengembangan Model Teoritis	63
4.3.2	Uji Confirmatory Factory Analysis (CFA)	63
4.3.3	Uji Normalitas	74
4.3.4	Uji Validitas.....	75
4.3.5	Uji Reliabilitas.....	76
4.3.6	Uji Outliers.....	77

4.3.7	Uji Multikolineritas dan Singularitas	79
4.3.8	Uji Nilai Residual	79
4.3.9	Hasil Uji Hipotesis	80
4.3.10	Analisis Direct Effect, Indirect Effect, dan Total Effect.....	82
4.4	Uji Sobel Test	84
4.4.1	Pengaruh Variabel Intervening Brand Experience Memediasi Variabel Social Media Marketing Activities Terhadap Consumer Based Brand Equity	84
4.4.2	Pengaruh Variabel Intervening Brand Experience Memediasi Variabel AI Marketing Activities Terhadap Consumer Based Brand Equity	85
4.5	Uji Discriminant Validity	85
4.6	Interpretasi Hasil	87
4.5.1	Pengaruh Social Media Marketing Activities terhadap Brand Experience.....	87
4.5.2	Pengaruh AI Marketing Activities terhadap Brand Experience	87
4.5.3	Pengaruh Brand Experience terhadap Consumer Based Brand Equity	88
4.5.4	Pengaruh Social Media Marketing Activities terhadap Consumer Based Brand Equity	89
4.5.5	Pengaruh AI Marketing Activities terhadap Consumer Based Brand Equity	90
BAB V	92
PENUTUP	92
5.1	Kesimpulan	92
5.2	Implikasi Teoritis	93
5.3	Implikasi Manajerial	98
5.4	Keterbatasan Penelitian	99
5.5	Saran Penelitian Mendatang	100
DAFTAR PUSTAKA	101
LAMPIRAN	109