

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
EXAMINATION COMPLETION APPROVAL.....	iii
DECLARATION OF ORIGINALITY.....	iv
MOTTO.....	v
ABSTRACT.....	vi
ABSTRAK.....	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiii
CHAPTER I.....	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Gap.....	13
1.3 Research Problems	14
1.4 Research Question.....	15
1.5 Research Objectives	16
CHAPTER II.....	18
LITERATURE REVIEW	18
2.1 Theoretical Background	18
2.1.1 Theory of Planned Behavior	18
2.1.2 Brand Image.....	20
2.1.3 Social Media.....	21
2.1.4 Purchase Decision Making.....	22
2.1.5 Purchase Intention.....	22
2.2 Relationship Between Variables and Hypothesis Formulation	23
2.2.1 Brand Image and Purchase Intention	23
2.2.2 Social Media and Purchase Intention.....	24
2.2.3 Purchase Intention and Purchase Decision Making.....	25
2.2.4 Brand Image and Purchase Decision Making	26
2.2.5 Social Media and Purchase Decision Making.....	27

2.3 Prior Research	28
2.4 Conceptual Framework	30
2.5 Hypothesis	31
CHAPTER III	32
RESEARCH METHODOLOGY	32
3.1 Research Variables and Operational Definition	32
3.2 Population and Samples	35
3.3 Score and Data Types	38
3.4 Data Collection Methods.....	38
3.5 Data Analysis Methods.....	39
3.6 Research Instrument Test.....	40
3.7 SEM Assumption Test	41
3.8 Evaluation of Goodness of Fit Criteria.....	43
3.9 Hypothesis Testing	45
CHAPTER IV	47
DATA ANALYSIS AND DISCUSSION	47
4.1 Object Description.....	47
4.2 Research Instrument Test.....	51
4.3 The Full Research Model's Result	69
4.4 Hypothesis Test.....	72
CHAPTER V.....	82
CONCLUSION	82
5.1 Conclusion.....	82
5.2 Theoretical Implications	83
5.3 Managerial Implications	85
5.4 Limitations.....	87
5.5 Suggestions for Further Research.....	88
BIBLIOGRAPHY	89
APPENDICES	97