

DAFTAR ISI

| | |
|---|------|
| HALAMAN JUDUL..... | I |
| SERTIFIKASI..... | II |
| PERSETUJUAN DRAFT TESIS | III |
| MOTTO DAN PERSEMBAHAN | IV |
| <i>ABSTRACT</i> | V |
| ABSTRAK | VI |
| KATA PENGANTAR | VII |
| DAFTAR ISI..... | IX |
| DAFTAR TABEL..... | XII |
| DAFTAR GAMBAR | XIII |
| DAFTAR LAMPIRAN..... | XIV |
| DAFTAR RUMUS | XV |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang Penelitian | 1 |
| 1.2 Rumusan Masalah | 14 |
| 1.3 Tujuan penelitian..... | 15 |
| 1.4 Kegunaan penelitian..... | 15 |
| 1.4.1 Kegunaan secara teoritis | 16 |
| 1.4.2 Kegunaan secara praktis..... | 16 |
| BAB II TELAAH PUSTAKA DAN PENGEMBANGAN MODEL PENELITIAN | 17 |
| 2.1 Theory of Planned Behavior (TPB)..... | 17 |
| 2.2 Telaah Pustaka Awal..... | 19 |
| 2.2.1 <i>Purchase Intention</i> (PI)..... | 19 |
| 2.2.2 <i>Social media marketing activity</i> (SMMA)..... | 21 |
| 2.2.3 <i>Customer Engagement</i> (CE) | 30 |
| 2.2.4 <i>Brand Trust</i> (BT) | 32 |
| 2.3 Model dan Hipotesis atau pertanyaan penelitian | 34 |
| 2.3.1 Hubungan antara SMMA dengan <i>purchase intention</i> | 34 |
| 2.3.2 Hubungan antara SMMA dengan <i>Brand Trust</i> | 35 |
| 2.3.3 Hubungan antara SMMA dengan <i>Customer engagement</i> | 37 |
| 2.3.4 Hubungan antara <i>Brand trust</i> dengan <i>Purchase intention</i> | 39 |
| 2.3.5 Hubungan antara <i>Customer engagement</i> dengan <i>Purchase intention</i> | 41 |
| 2.3.6 Hubungan antara variabel mediasi <i>Brand trust</i> | 43 |
| 2.3.7 Hubungan antara variabel mediasi <i>Customer engagement</i> | 45 |
| 2.4 Penelitian Terdahulu | 47 |
| 2.5 Kerangka Pemikiran Teoritis | 50 |
| BAB III METODE PENELITIAN..... | 52 |
| 3.1 Jenis dan Sumber Data Penelitian | 52 |

| | | |
|--------------------------------|--|----|
| 3.1.1 | Jenis Penelitian..... | 52 |
| 3.1.2 | Sumber Data Penelitian..... | 53 |
| 3.2 | Populasi dan Sampel | 54 |
| 3.2.1 | Populasi..... | 54 |
| 3.2.2 | Sampel..... | 55 |
| 3.2.3 | Teknik Pengambilan Sampel..... | 56 |
| 3.3 | Definisi Operasional Variabel / Instrumen Penelitian | 57 |
| 3.3.1 | Variabel Terikat | 57 |
| 3.3.2 | Variabel Bebas | 57 |
| 3.3.3 | Variabel Intervening..... | 58 |
| 3.3.4 | Definisi Operasional..... | 58 |
| 3.4 | Metode Pengumpulan Data | 63 |
| 3.4.1 | Kuesioner | 63 |
| 3.4.2 | Metode pengukuran..... | 64 |
| 3.5 | Teknik Analisis | 65 |
| 3.5.1 | Analisis Deskriptif | 65 |
| 3.5.2 | Analisis Structural Equation Modelling (SEM)..... | 65 |
| 3.5.3 | Analisis Covariance based SEM (CBSEM)..... | 66 |
| 3.6 | Model pengukuran <i>first order</i> (Outer model) | 68 |
| 3.6.1 | Uji validitas | 68 |
| 3.6.2 | Uji reabilitas | 69 |
| 3.7 | Model <i>Second-Order Reflective</i> | 70 |
| 3.8 | Model structural (Inner model)..... | 71 |
| 3.8.1 | Uji kelayakan model (Goodness of fit test) | 72 |
| 3.8.2 | Koefisien determinasi (Uji R-Square)..... | 73 |
| 3.8.3 | Uji hipotesis | 74 |
| BAB IV HASIL DAN ANALISIS..... | | 75 |
| 4.1 | Objek penelitian | 75 |
| 4.1.1 | Gambaran umum objek penelitian | 75 |
| 4.1.2 | Gambaran umum responden penelitian..... | 75 |
| 4.2 | Analisis indeks jawaban responden | 82 |
| 4.2.1 | Analisis indeks jawaban <i>interaction</i> | 84 |
| 4.2.2 | Analisis indeks jawaban <i>customization</i> | 85 |
| 4.2.3 | Analisis indeks jawaban <i>e-wom</i> | 86 |
| 4.2.4 | Analisis indeks jawaban <i>brand trust</i> | 87 |
| 4.2.5 | Analisis indeks jawaban <i>customer engagement</i> | 88 |
| 4.2.6 | Analisis indeks jawaban <i>purchase intention</i> | 90 |
| 4.3 | Hasil uji asumsi SEM..... | 91 |
| 4.3.1 | Uji Normalitas Data | 91 |
| 4.3.2 | Uji Outliers..... | 93 |
| 4.4 | Hasil uji confirmatory analysis | 94 |
| 4.4.1 | Confirmatory analysis first order | 95 |

| | | |
|-------|--|-----|
| 4.4.2 | Confirmatory analysis second order..... | 101 |
| 4.5 | Analisis model struktur (<i>Full structural model</i>) dengan SEM..... | 109 |
| 4.6 | Analisis koefisien determinasi | 112 |
| 4.7 | Analisis pengaruh..... | 114 |
| 4.8 | Uji hipotesis | 116 |
| 4.8.1 | H1: <i>Social media marketing activity</i> berpengaruh positif terhadap <i>purchase intention</i> | 118 |
| 4.8.2 | H2: <i>Social media marketing activity</i> berpengaruh positif terhadap <i>brand trust</i> | 118 |
| 4.8.3 | H3: <i>Social media marketing activity</i> berpengaruh positif terhadap <i>customer engagement</i> | 119 |
| 4.8.4 | H4: <i>Brand trust</i> berpengaruh positif terhadap <i>purchase intention</i> 120 | |
| 4.8.5 | H5: <i>Customer engagement</i> berpengaruh positif terhadap <i>purchase intention</i> | 121 |
| 4.8.6 | H6: <i>Brand trust</i> memediasi pengaruh dari <i>Social media marketing activity</i> terhadap <i>purchase intention</i> | 122 |
| 4.8.7 | H7: <i>Customer engagement</i> memediasi pengaruh dari <i>Social media marketing activity</i> terhadap <i>purchase intention</i> | 123 |
| BAB V | PENUTUP..... | 126 |
| 5.1 | Kesimpulan | 126 |
| 5.2 | Implikasi teoritis | 128 |
| 5.3 | Implikasi manajerial..... | 131 |
| 5.4 | Keterbatasan penelitian | 133 |
| 5.5 | Saran untuk penelitian mendatang | 133 |
| | DAFTAR REFERENSI | 135 |
| | LAMPIRAN..... | 142 |

