

## TABLE OF CONTENTS

<b>COVER .....</b>	iii
<b>APPROVAL OF RESEARCH PROPOSAL .....</b>	ii
<b>DECLARATION OF EXAMINATIONCOMPLETION .....</b>	iii
<b>MOTTOS.....</b>	v
<b>ABSTRACT .....</b>	vi
<b>ACKNOWLEDGEMENTS .....</b>	viii
<b>TABLE OF CONTENTS .....</b>	xi
<b>CHAPTER I INTRODUCTION .....</b>	1
1.1 Research Background .....	1
1.2 Research Problem .....	5
1.3 Research purpose and Research advantages.....	6
1.4 Structure of Writing.....	7
<b>CHAPTER II LITERATURE REVIEW .....</b>	9
2.1 Theoretical basis .....	9
2.1.1 Digital Marketing .....	9
2.1.2 Social Media advertising.....	9
2.1.3 Social Media Advertising Features .....	10
2.1.3.1 Performance expectancy.....	10
2.1.3.2 Hedonic Motivation.....	11
2.1.3.3 Habit .....	11
2.1.3.4 Interactivity.....	12
2.1.3.5 Informativeness .....	13
2.1.3.6 Perceived relevance .....	13
2.1.4 Purchase Intention .....	14
2.2 Variables Linkage.....	15

2.2.1	Influence of Performance Expectancy to Purchase Intention .....	15
2.2.2	Influence of Hedonic Motivation to Purchase Intention.....	15
2.2.3	Influence of Habit to Purchase Intention .....	16
2.2.4	Influence of Interactivity to Purchase Intention.....	16
2.2.5	Influence of Interactivity to Performance Expectancy.....	16
2.2.6	Influence of Interactivity to Hedonic Motivation .....	17
2.2.7	Influence of Informativeness to Purchase Intention.....	17
2.2.8	Influence of Informativeness to Performance Expectancy .....	18
2.2.9	Influence of Perceived Relevance to Purchase Intention.....	18
2.2.10	Influence of Perceived Relevance to Performance Expectancy .....	19
2.3	Theoretical Framework.....	20
2.4	Hypothesis .....	20
<b>CHAPTER III RESEARCH METHODOLOGY</b>	.....	<b>22</b>
3.1	Research Variable.....	22
3.1.1	Operational Variable .....	23
3.2	Population and Sample .....	26
3.2.1	Population .....	26
3.2.2	Sample.....	26
3.3	Source of Data .....	27
3.4	Data Collection Method.....	28
3.5	Analysis Method.....	29
3.5.1	Research Instrument Test.....	29
3.5.2	Multivariate Analysis .....	30
3.5.2.1	Defining Individual Contracts.....	30
3.5.2.2	Developing and Specifying the Measurement Model .....	31

3.5.2.3	Designing a Study to Produce Empirical Results.....	31
3.5.2.4	Assessing Structural Model Identification .....	32
3.5.2.5	Specifying the Structural Model.....	35
	<b>CHAPTER IV RESULT AND DISCUSSION .....</b>	<b>37</b>
4.1	Description of Research Objects .....	37
4.2	Respondents Overview .....	37
4.2.1	Respondents Description by Age .....	37
4.2.2	Respondents Description by Nationality.....	38
4.2.3	Respondents Overview by Age.....	39
4.2.4	Respondents Overview by Social Media Application .....	40
4.3	Description of Research Variable.....	41
4.4	SEM Analysis .....	42
4.4.1	Confirmatory Factor Analysis.....	42
4.4.1.1	Exogenous Confirmatory Factor Analysis Indonesia Respondent.....	43
4.4.1.2	Exogenous Confirmatory Factor Analysis Netherlands Respondent.....	44
4.4.1.3	Endogenous Confirmatory Factor Analysis Indonesia.....	45
4.4.1.4	Endogenous Confirmatory Factor Analysis Netherlands .....	46
4.4.2	SEM Assumptions.....	47
4.4.2.1	Multicollinearity and Singularity Test.....	48
4.4.2.2	Residual Value Test.....	48
4.4.2.3	Variance Extract and Reliability Test.....	49
4.4.2.4	Goodness of Fit Model Evaluation.....	49
4.4.3	Direct Effect, Indirect Effect and Total Effect Analysis.....	49
4.4.4	Hypotheses Test .....	50

<b>CHAPTER V CONCLUSIONS .....</b>	59
5.1 Conclusions .....	59
5.2 Theoretical Implications .....	60
5.3 Managerial Implications .....	62
5.4 Research Limitations .....	62
5.5 Future Studies .....	63
<b>ATTACHMENT .....</b>	68