TABLE OF CONTENTS

TITLE PAGE i
APPROVAL OF RESEARCH PROPOSAL ii
DECLARATION OF EXAMINATION COMPLETION iii
MOTTOS v
ABSTRACT vi
ABSTRAK vii
ACKNOWLEDGEMENTS viii
TABLE OF CONTENTS xi
LIST OF FIGURE xiv
LIST OF TABLE xv
CHAPTER 1 INTRODUCTION 1
1.1. Research Background 1
1.2. Research Gap 7
1.3. Reaearch Problem 8
1.4. Research Objectives and Benefits 10
1.4.1. Research Objectives 10
1.4.2. Research Benefits 10
1.5. Structure of Writing 10
CHAPTER 2 LITERATURE REVIEW 12
2.1. Theoritical Basis 12
2.1.1. Consumer Behavior Theory 12
2.1.2. Factors Affecting Consumer Behavior 12
2.1.3. Benefits of Consumer Behavior 13
2.1.4. Planned Behavior Theory 14
2.1.5. Promotion strategy 15
2.2. Assessment of Research Variables 24

2.2.1. Digital marketing 24
2.2.2. Brand Awareness 26
2.2.3. Brand Equity 28
2.3. Influence between Variables 29
2.3.1. Digital Marketing on Brand Awareness 29
2.3.2. Digital Marketing on Brand Equity 30
2.3.3. Brand Awareness on Brand Equity 31
2.4. Previous Research 32
2.5. Theoretical Framework 33
2.6. Research Hypothesis 34
CHAPTER 3 RESEARCH METHODS 35
3.1. Research Type and Design 35
3.1.1. Type of Research 35
3.1.2. Research Design 35
3.2. Population, Research Sample and sampling technique 36
3.2.1. Population 36
3.2.2. Samples and Sampling Technique 36
3.3. Data Collection Methods 37
3.3.1. Documentation 37
3.3.2. Questionnaire 37
3.4. Operations Variable Definition and Indicators 38
3.5. Research Instrument Test 39
3.5.1. Validity Test 39
3.5.2. Reliability Test 40
3.6. Data Analysis Method 40

3.7. Assessing Goodness-of-Fit Criteria 41

CHAPTER 4 DATA ANALYSIS AND DISCUSSION 43

4.1. Research Data Analysis 43

4.2. SEM Assumption Testing 44

4.2.1. Evaluation of Data Normality 44

4.2.2. Evaluation of Outliers 46

4.2.3. Evaluation of Multicollinearity and Singularity 47

4.2.4. Model interpretation and modification 48

4.3. Reliability Test and Variance Extract 50

4.4. Data analysis 51

4.4.1. Analysis of Structural Equation Modeling 51

4.5. Hypothesis test 57

4.5.1. Hypothesis Testing 1 58

4.5.2. Hypothesis Testing 2 59

4.5.3. Hypothesis Testing 3 60

CHAPTER 5 CONCLUSION AND POLICY IMPLICATIONS 62

5.1. Conclusions 62

5.1.1. Conclusion regarding Hypothesis 1 62

5.1.2. Conclusion regarding Hypothesis 2 62

5.1.3. Conclusion regarding Hypothesis 3 63

5.2. Theoretical Implications 63

5.3. Managerial Implications 64

5.4. Research Limitations 65

5.5. Future Studies 65

LIST OF FIGURE

Figure 2.1 Theoretical Framework 34
Figure 4.1 Confirmatory Factor Analysis of Digital Marketing..... 52
Figure 4.2 Confirmatory Factor Analysis of Brand Awareness 53
Figure 4.3 Confirmatory Factor Analysys of Brand Equity 54
Figure 4.4 Test result Structural Equation Model (SEM)..... 55

LIST OF TABLE

Table 1.1 Barbershop list in semarang city 6
Table 1.2 Research Gap..... 7
Table 2.1 Previous Research..... 32
Table 3.1 Operations Variable Definition and Indicators..... 39
Table 4.1 Data Normality 45
Table 4.2 Mahalanobis Distance..... 47
Table 4.3 Standardized Residual Covariances 48
Table 4.4 Continued 50
Table 4.5 *Reliability* dan *Variance Extract* 51
Table 4.6 Model Feasibility Test Results 52
Table 4.7 Model Feasibility Test Results 53
Table 4.8 Model Feasibility Test Results 54
Table 4.9 Model Feasibility Test Results 55
Table 4.10 Standardized Regression Weight..... 57
Table 4.11 Regression Weight Structural Equational Model 58
Table 5.1 Theoretical Implications..... 63