

DAFTAR ISI

HALAMAN JUDUL	
PERNYATAAN KEASLIAN TUGAS AKHIR	
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	
ABSTRAK	V
ABSTRACT.....	VI
KATA PENGANTAR.....	VII
DAFTAR ISI.....	X
DAFTAR TABEL	XIII
DAFTAR GAMBAR.....	XV
BAB 1 PENDAHULUAN	1
1.1 <i>Latar Belakang Masalah</i>	1
1.2 <i>Rumusan Masalah</i>	10
1.3 <i>Tujuan Penelitian</i>	11
1.4 <i>Manfaat Penelitian</i>	12
1.5 <i>Sistematika Penulisan</i>	13
BAB II TINJAUAN LITERATUR.....	15
2.1 <i>Social Media Marketing Activities</i>	15
2.1.1 Entertainment	16
2.1.2 Interaction.....	16
2.1.3 Trendiness.....	17
2.1.4 Advertisement.....	17
2.1.5 Customization	18
2.2 <i>Brand Awareness</i>	18
2.3 <i>Brand Image</i>	19
2.4 <i>Brand Loyalty</i>	20
2.5 <i>Hubungan Antar Variabel</i>	20
2.5.1 Hubungan Social Media Marketing Activities dengan Brand Awareness	20
2.5.2 Hubungan Social Media Marketing Activities dengan Brand Image.....	21
2.5.3 Hubungan Social Media Marketing Activities terhadap Brand Loyalty	22
2.5.4 Hubungan Brand Awareness dengan Brand Image	23

2.5.5	Hubungan Brand Awareness dengan Loyalty.....	23
2.5.6	Hubungan Brand Image dengan Brand Loyalty	24
2.6	<i>Model Penelitian</i>	25
BAB III METODOLOGI PENELITIAN.....		26
3.1	<i>Paradigma Penelitian</i>	26
3.2	<i>Jenis Penelitian</i>	27
3.3	<i>Pengukuran Operasional Variabel Penelitian</i>	28
3.4	<i>Unit Analisis</i>	31
3.5	<i>Desain Sampel dan Jumlah Sampel</i>	32
3.6	<i>Metode Pengumpulan Data</i>	33
3.7	<i>Pengembangan Kuesioner</i>	33
3.8	<i>Data Analisis</i>	34
3.8.1	Studi Pendahuluan.....	35
3.8.1.1	Uji Validitas	35
3.8.1.2	Uji Reliabilitas.....	36
3.8.2	Statistik Deskriptif.....	36
3.8.3	Statistik Inferensial.....	36
3.8.3.1	Structural equation modeling (SEM).....	37
3.8.3.2	Smart Partial Least Square	39
3.8.4	Evaluasi Model.....	40
3.8.4.1	Evaluasi Model Pengukuran (Outer Model).....	40
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		42
4.1	<i>Profil Responden</i>	42
4.1.1	Jenis Kelamin.....	42
4.1.2	Usia.....	43
4.1.3	Domisili.....	44
4.1.4	Tingkat Pendidikan terakhir	44
4.1.5	Pekerjaan	45
4.2	<i>Uji Studi Pendahuluan</i>	46
4.2.1	Hasil Studi Pendahuluan Pertama.....	46
4.2.1.1	Hasil Pengujian Validitas	46
4.3	<i>Uji Reliabilitas Studi pendahuluan</i>	49
4.4	<i>Statistik Deskriptif</i>	50
4.4.1	Social Media Marketing Activities.....	50
4.4.1.1	Social Media Marketing Activities (Dimensi Entertainment).....	51
4.4.1.2	Social Media Marketing Activities (Dimensi Interactions).....	52
4.4.1.3	Social Media Marketing Activities (Dimensi Trendiness).....	53

4.4.1.4	Social MediaMarketing Activities (Dimensi Advertisement).....	54
4.4.1.5	Social Media Marketing Activities (Dimensi Customization)	55
4.4.2	Brand Awareness.....	57
4.4.3	Brand Image	58
4.4.4	Brand Loyalty	59
4.5	<i>Statistik Inferensial</i>	61
4.5.1	Model Pengukuran (Outer Model)	61
4.5.1.1	Pengujian Validitas Penelitian Aktual Tahap I.....	61
4.5.1.2	Pengujian Reliabilitas Penelitian Aktual Tahap I.....	64
	Tabel 4.21 Composite Reliability Penelitian Aktual Tahap I.....	64
4.5.1.3	Pengujian Validitas Penelitian Aktual Tahap II.....	64
4.5.2	Model Pengukuran (Inner Model).....	69
4.6	<i>Pengujian Hipotesis</i>	73
4.6.1	Pengujian Hipotesis One-Tailed Test.....	73
4.7	<i>Pembahasan</i>	78
4.7.1	Pembahasan Hipotesis I Social MediaMarketing Activities dan Brand Awareness.....	78
4.7.2	Pembahasan Hipotesis II Social Media Marketing Activities dan Brand Image 79	79
4.7.3	Pembahasan Hipotesis III Social Media Marketing Activities dan Brand Loyalty 80	80
4.7.4	Pembahasan Hipotesis IV Brand Awareness dan Brand Brand Image.....	81
4.7.5	Pembahasan Hipotesis V Brand Awareness dan Brand Brand Loyalty	82
4.7.6	Pembahasan Hipotesis VI Brand Image dan Brand Brand Loyalty	83
BAB V	KESIMPULAN DAN SARAN	85
5.1	<i>Kesimpulan</i>	85
5.2	<i>Implikasi Teoritis</i>	86
5.3	<i>Implikasi Manajerial</i>	88
5.4	<i>Keterbatasan Penelitian</i>	90
5.5	<i>Saran untuk penelitian selanjutnya</i>	91
DAFTAR PUSTAKA		92
Lampiran A	KUESIONER	108
Lampiran B	UJI STUDI PENDAHULUAN	124
Lampiran C	UJI Statistik Deskriptif	134
Lampiran D	UJI AKTUAL	136

DAFTAR TABEL

Table 3.1 Definisi Konseptual dan Definisi Operasional.....	28
Tabel 3.2 Model skala Likert	34
Tabel 4.1 Jenis Kelamin Responden	43
Tabel 4.2 Usia responden	43
Tabel 4.3 Domisili Responden.....	44
Tabel 4.4 Tingkat Pendidikan Akhir	45
Tabel 4.5 pekerjaan.....	45
Tabel 4.6 Uji Validitas Variabel Social Media marketing Activities	46
Table 4.7 Uji Validitas Brand Awareness	48
Table 4.8 Uji Validitas Brand Image	48
Table 4.9 Uji Validitas Brand Loyalty	49
Tabel 4.10 Uji Reliabilitas Studi Pendahuluan	49
Tabel 4.11 Tabel Limitation of Mean.....	50
Tabel 4.12 Mean Variable Entertainment	51
Tabel 4.13 Mean Variable Interactions.....	52
Tabel 4.14 Mean Variable Trendiness	53
Tabel 4.15 Mean Variable Advertisement	54
Tabel 4.16 Mean Variable Customization.....	56
Tabel 4.17 Mean Brand Awareness	57
Tabel 4.18 Mean Brand Image.....	59
Tabel 4.19 Mean Brand Loyalty	60
Tabel 4.20 Tabel Outer Loading Actual Test (First Order Construct) Tahap I	61
Tabel 4.21 Tabel Outer Loading Actual Test (SecondOrder Construct) Tahap I	62
Tabel 4.22 <i>Average Variance Extracted</i> Penelitian Aktual Tahap I.....	63
Tabel 4.22 Composite Reliability Penelitian Aktual Tahap I.....	64
Tabel 4.23 Tabel Outer Loading Actual Test (First Order Construct) Tahap II	64
Tabel 4.24 Tabel Outer Loading Actual Test (SecondOrder Construct) Tahap II.....	65
Tabel 4.25 <i>Average Variance Extracted</i> Penelitian Aktual Tahap II	66

Tabel 4.26 Kriteria Fornell-Lacker Penelitian Aktual Tahap II	67
Tabel 4.27 Composite Reliability Penelitian Aktual Tahap II	68
Tabel 4.28 Tabel Nilai R-Square	70
Tabel 4.29 Uji Multikolinearitas (VIF)	72
Tabel 4.30 Hasil Uji Hipotesis <i>One tailed test</i>.....	73
Tabel 5.1.....	86



DAFTAR GAMBAR

Gambar 1.1 Media Sosial paling populer 2020-2021	4
Gambar 1.2 10 E-commerce dengan pengunjung situs bulanan tertinggi.....	6
Gambar 1.3 pengunjung terbanyak	7
Gambar 1.4 Online shopping brand.....	9
Gambar 4.1 Path Model Berdasarkan PLS Algorithm.....	69
Gambar 4.2 Path Model Berdasarkan Bootsstrapping (<i>One-tailed test</i>)	75

