

TABLE OF CONTENTS

COVER.....	i
AUTHENTICITY STATEMENT OF FINAL PROJECT.....	ii
APPROVAL OF FINAL PROJECT SUPERVISOR.....	iii
APPROVAL OF FINAL PROJECT TESTING TEAM.....	iv
ABSTRACT.....	v
ACKNOWLEDGEMENT.....	vi
CONTENTS.....	viii
LIST OF EXHIBITS.....	xiii
LIST OF TABLES.....	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement.....	6
1.3 Research Questions.....	13
1.4 Research Objectives.....	13
1.5 Research Purpose.....	14
1.6 Problem Limitations.....	15
1.7 Writing Systematics.....	15
CHAPTER II LITERATURE REVIEW.....	17
2.1 Theoretical Basis.....	17
2.1.1 Integrated Marketing Communications.....	17
2.1.2 Digital Communications.....	20
2.1.3 Social Media Advertising.....	22
2.1.3.1 YouTube Advertising.....	24

2.1.4 Bounce Rate.....	28
2.1.5 Consumer Behavior.....	29
2.1.5.1 Consumer Purchase Intention.....	32
2.1.6 Indonesia’s Generation Y and Z’s Buying Behaviors.....	34
2.1.7 E-Commerce in Indonesia.....	36
2.1.8 Tokopedia’s Advertising.....	38
2.2 Hypothesis Development.....	39
2.2.1 Irritability and Tokopedia WIB’s Advertising Value.....	39
2.2.2 Informativeness and Tokopedia WIB’s Advertising Value..	41
2.2.3 Entertainment and Tokopedia WIB’s Advertising Value...	42
2.2.4 ‘Tokopedia WIB’ Advertisement Value and Consumer Purchasing Intention.....	43
2.3 Previous Research.....	45
2.4 Conceptual Framework.....	48
CHAPTER III RESEARCH METHODOLOGY.....	49
3.1 Research Subject.....	49
3.2 Type of Research.....	50
3.3 Measurement of Variables.....	52
3.4 Unit of Analysis.....	53
3.5 Conceptual and Operational Definitions.....	54
3.6 Population and Sample.....	56
3.6.1 Population	56
3.6.2 Sample Size	57
3.6.3 Sampling Technique	58
3.7 Data Collection Method.....	60

3.7.1 Measurement Scale	62
3.8 Data Analysis Method.....	64
3.8.1 Descriptive Statistics	64
3.8.2 Inferential Statistics	65
3.8.3 Partial Least Squares – Structural Equation Modelling (PLS-SEM)	65
3.8.3.1 Structural Model (Inner Model).....	67
3.8.3.2 Measurement Model (Outer Model).....	69
3.8.4 Research Instrument Testing.....	69
3.8.4.1 Validity Testing	70
3.8.4.1.1 Convergent Validity.....	70
3.8.4.1.2 Discriminant Validity.....	71
3.8.4.2 Reliability Testing	72
3.8.4.3 Multicollinearity Testing	72
3.8.5 Pre-Test Results.....	73
3.8.5.1 Pre-Test Validity Analysis.....	74
3.8.5.1.1 Convergent Validity Test.....	74
3.8.5.1.1 Discriminant Validity Test.....	77
3.8.5.2 Pre-Test Reliability Analysis.....	79
3.8.6 Hypothesis Testing.....	80
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....	81
4.1 Respondent Characteristics.....	81
4.2 Profile of Respondents.....	81
4.3 Data Analysis.....	83
4.3.1 Descriptive Analysis.....	83

4.3.1.1 Variable of Irritability (IR).....	83
4.3.1.2 Variable of Informativeness (IF).....	84
4.3.1.3 Variable of Entertainment (ENT).....	85
4.3.1.4 Variable of Advertising Value (AV).....	85
4.3.1.5 Variable of Purchase Intention (PI).....	86
4.3.2 Inferential Statistics.....	87
4.3.2.1 Model Measurement Evaluation (Outer Model)...	87
4.3.3 Validity and Reliability Test.....	88
4.3.3.1 Convergent Validity.....	88
4.3.3.2 Discriminant Validity.....	92
4.3.3.3 Reliability Test.....	94
4.3.4 Structural Model Evaluation (Inner Model).....	95
4.3.4.1 Coefficient of Determination (R^2).....	95
4.3.4.2 Predictive Relevance (Q^2).....	95
4.3.4.3 T-statistics and P-value.....	96
4.3.4.4 Multicollinearity Test.....	97
4.4 Hypothesis Testing.....	98
4.5 Discussion.....	101
4.5.1 Irritability to Tokopedia WIB's Advertising Value.....	101
4.5.2 Informativeness to Tokopedia WIB's Advertising Value..	103
4.5.3 Entertainment to Tokopedia WIB's Advertising Value....	104
4.5.4 Tokopedia WIB's Advertising Value to Purchasing Intention.....	105
CHAPTER V CONCLUSION AND RECOMMENDATIONS.....	108
5.1 Conclusion.....	108

5.2 Managerial Implications.....	108
5.3 Research Limitations.....	115
5.4 Future Research Recommendations.....	116
REFERENCES	118
APPENDICES	144



LIST OF EXHIBITS

Exhibit 1.1 Social Media Matrix.....	2
Exhibit 1.2 Initial Survey on Advertisement Value.....	9
Exhibit 1.3 Initial Survey on General Purchase Intention.....	10
Exhibit 1.4 Initial Survey on Tokopedia WIB Purchase Intention.....	11
Exhibit 1.5 Initial Survey on Tokopedia Purchase Intention.....	12
Exhibit 2.1 The Marketing Communications Mix Model.....	18
Exhibit 2.2 Four Domains of Digital Communication.....	21
Exhibit 2.3 Advertising Types Available in YouTube Advertising.....	25
Exhibit 2.4 Example of YouTube Masthead Advertising.....	27
Exhibit 2.5 Example of YouTube In-Feed Video Advertising.....	28
Exhibit 2.6 Four Types of Consumer Buying Behavior.....	30
Exhibit 2.7 Characteristics Affecting Consumer Behavior.....	32
Exhibit 2.8 Stages of Decision-Making in the Process of an Online Purchase....	33
Exhibit 2.9 Decisional Patterns of Generation Y Individuals.....	36
Exhibit 2.10 Modified Conceptual Framework.....	48
Exhibit 3.1 Characteristics of the Three Research Designs.....	50
Exhibit 3.2 Testing the Significance of the Correlation Coefficient.....	67
Exhibit 3.3 Path Analysis Model of Pre-Test Data.....	73
Exhibit 4.1 Path Analysis Model of Actual Data.....	88
Exhibit 5.1 Importance-Performance Map Analysis (IPMA) Grid.....	113
Exhibit 5.2 Importance-Performance Map Analysis (IPMA) Results.....	114

LIST OF TABLES

Table 1.1 Active Users on The World’s Most-Used Social Platforms.....	3
Table 1.2 Time Spent on The World’s Most-Used Social Platforms.....	3
Table 2.1 Comparison of ATL, BTL, and TTL Strategies.....	19
Table 2.2 Four Examples of Social Media Platforms and their Advertising Systems.....	23
Table 2.3 E-commerce Business Classifications in Indonesia.....	37
Table 2.4 Previous Research.....	45
Table 3.1 Table of Conceptual and Operational Definitions.....	54
Table 3.2 Table of Five-Point Likert-Scale Definition.....	63
Table 3.3 Outer Loadings Table.....	74
Table 3.4 Adjusted Outer Loadings Table.....	75
Table 3.5 Adjusted AVE Table.....	77
Table 3.6 Fornell-Larcker Criterion Table.....	78
Table 3.7 Heterotrait-Monotrait Ratio (HTMT) Criterion Table.....	78
Table 3.8 Cronbach Alpha and Composite Reliability Table.....	79
Table 4.1 Respondents Profile.....	81
Table 4.2 Descriptive Statistics on Variable of Irritability.....	83
Table 4.3 Descriptive Statistics on Variable of Informativeness.....	84
Table 4.4 Descriptive Statistics on Variable of Entertainment.....	85
Table 4.5 Descriptive Statistics on Variable of Advertising Value.....	86
Table 4.6 Descriptive Statistics on Variable of Purchase Intention.....	87
Table 4.7 AVE Table.....	89
Table 4.8 Outer Loadings Table.....	89
Table 4.9 Adjusted Outer Loadings Table.....	91

Table 4.10 Adjusted AVE Table.....	92
Table 4.11 Fornell-Larcker Criterion Table.....	92
Table 4.12 Heterotrait-Monotrait (HTMT) Criterion Table.....	93
Table 4.13 Reliability Data with Cronbach’s Alpha and Composite Reliability..	94
Table 4.14 Coefficient of Determination Table.....	95
Table 4.15 Predictive Relevance Table.....	96
Table 4.16 T-statistics and P-value Table.....	97
Table 4.17 Multicollinearity Table.....	98
Table 4.18 Path Coefficients Table.....	98
Table 5.1 Table of Construct on Importance-Performance Map Analysis (IPMA).....	114

