

## TABLE OF CONTENT

<b>TITLE PAGE</b>	
<b>STATEMENT OF ORIGINALITY OF THESIS</b>	
<b>AGREEMENT OF MENTORING GUIDANCE FOR THESIS</b>	
<b>THESIS EXAMINING COMMITTEE APPROVAL</b>	
<b>ABSTRACT .....</b>	<b>v</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vi</b>
<b>TABLE OF CONTENT .....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES .....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1. Research Background.....	1
1.2. Research Questions .....	9
1.3. Research Objectives .....	10
1.4. Research Benefit.....	10
1.5. Problem Limitation .....	11
1.6. Research Outline .....	12
<b>CHAPTER II LITERATURE REVIEW.....</b>	<b>14</b>
2.1. Digital Marketing .....	14
2.2. Social Media.....	16
2.3. The Role of Social Media in the Business Environment.....	19
2.4. Endorsement .....	22
2.4.1. Celebrity and Non-Celebrity Endorsement.....	24
2.4.2. Visibility .....	26
2.4.3. Credibility .....	27

2.4.4. Attractiveness .....	28
2.4.5. Power .....	29
2.4.6. Customer Buying Interest .....	30
2.5. Hypothesis Formulation .....	34
2.5.1. Relationship between <i>Visibility</i> and <i>Customer Buying Interest</i> .....	35
2.5.2. Relationship between <i>Credibility</i> and <i>Customer Buying Interest</i> .....	36
2.5.3. Relationship between <i>Attractiveness</i> and <i>Customer Buying Interest</i> ..	37
2.5.4. Relationship between <i>Power</i> and <i>Customer Buying Interest</i> .....	38
2.6. Research Model .....	39
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>40</b>
3.1. Research Approach .....	40
3.2. Research Design .....	40
3.3. Research Object and Subject .....	41
3.4. Unit of Analysis .....	42
3.5. Conceptual and Operational Definition .....	42
3.6. Data Collection Method and Technique .....	48
3.6.1. Questionnaires .....	48
3.6.2. Sampling Method .....	49
3.6.3. Sampling Design .....	49
3.6.4. Measurement Scale .....	50
3.7. Data Analysis Method .....	51
3.7.1. Descriptive Statistics .....	51
3.7.2. Inferential Statistics .....	52
3.8. Partial Least Squares Structural Equation Modeling (PLS-SEM) .....	53

3.8.1. Measurement Model (Outer Model Testing) .....	54
3.8.2. Structural Model (Inner Model Testing).....	55
3.9. Pre-test Study .....	56
3.9.1. Validity Test .....	56
3.9.2. Reliability Test.....	59
<b>CHAPTER IV RESULTS AND DISCUSSION .....</b>	<b>60</b>
4.1. Respondents Profile.....	60
4.1.1. Gender.....	60
4.1.2. Age.....	61
4.1.3. Job.....	62
4.1.4. Current Education Level.....	63
4.1.5. Frequency of Eating Out in One Week .....	64
4.1.6. Frequency of Using Instagram in One Day .....	65
4.1.7. Frequency of Visiting Foodstagram Account's Profile .....	66
4.2. Descriptive Statistics .....	67
4.2.1. Descriptive Statistics for <i>Visibility</i> (V).....	68
4.2.2. Descriptive Statistics for <i>Credibility</i> (C) .....	69
4.2.3. Descriptive Statistics for <i>Attractiveness</i> (A).....	70
4.2.4. Descriptive Statistics for <i>Power</i> (P) .....	71
4.2.5. Descriptive Statistics for <i>Customer Buying Interest</i> (CBI) .....	72
4.3. Actual Test Result and Analysis .....	73
4.3.1. <i>Structural Equation Modeling</i> (SEM) .....	73
4.3.2. Measurement Model (Outer Model).....	74
4.3.3. Structural Model (Inner Model).....	80

4.4. Hypothesis Testing Analysis .....	84
4.4.1. Hypothesis 1 – Foodstagram’s <i>Visibility</i> has a positive influence towards <i>Customer Buying Interest</i> .....	86
4.4.2. Hypothesis 2 – Foodstagram’s <i>Credibility</i> has a positive influence towards <i>Customer Buying Interest</i> .....	87
4.4.3. Hypothesis 3 – Foodstagram’s <i>Attractiveness</i> has a positive influence towards <i>Customer Buying Interest</i> .....	89
4.4.4. Hypothesis 4 – Foodstagram’s <i>Power</i> has a positive influence towards <i>Customer Buying Interest</i> . .....	90
4.5. Comparison of Previous Research and Current Research .....	92
<b>CHAPTER V CONCLUSION AND RECOMMENDATION.....</b>	<b>95</b>
5.1. Conclusion.....	95
5.2. Managerial Implication .....	96
5.2.1. Managerial Implication for Foodstagram Accounts in Jakarta.....	96
5.2.2. Managerial Implication for Restaurants / Cafés Owners.....	98
5.3. Research Limitation .....	99
5.4. Recommendations for Further Research .....	100
<b>REFERENCES .....</b>	<b>101</b>
<b>APPENDICES</b>	

## LIST OF FIGURES

Figure 1.1 Most Popular Media Social Penetration in Indonesia in 2017 .....	3
Figure 1.2 Instagram Usage Analysis .....	4
Figure 2.1 Research Model .....	39
Figure 3.1 Research Model with Indicators .....	47
Figure 4.1 Pie Chart based on Gender .....	61
Figure 4.2 Pie Chart based on Age .....	62
Figure 4.3 Pie Chart based on Job Type .....	63
Figure 4.4 Pie Chart Based on the Current Education Level .....	64
Figure 4.5 Pie Chart Based on the Frequency of Eating Out in One Week .....	65
Figure 4.6 Pie Chart Based on the Frequency of Using Instagram in a Day ...	66
Figure 4.6 Pie Chart Based on the Frequency of Visiting Foodstagram Account's Profile .....	67
Figure 4.8 Structural Model or Inner Model .....	83

## LIST OF TABLES

Table 1.1 Jakarta Foodstagram Account and Number of Followers.....	8
Table 2.1 Comparison of Traditional Marketing and Digital Marketing.....	15
Table 3.1 Conceptual and Operational Variable Definition.....	43
Table 3.2 Indicator Score Interval.....	52
Table 3.3 Rule of Thumb for Testing the Measurement Model .....	55
Table 3.4 Rule of Thumb for Testing the Structural Model .....	55
Table 3.5 Pre-test Results for Convergent Validity .....	57
Table 3.6 Pre-test Results for Convergent Validity (AVE) in Pretest .....	58
Table 3.7 Pre-test Results for Discriminant Validity .....	58
Table 3.8 Pre-test Reliability Test (Cronbach's Alpha) .....	59
Table 3.9 Pre-test Reliability Test (Composite Reliability).....	59
Table 4.1 Test Results of Descriptive Statistics for Visibility (V) .....	68
Table 4.2 Test Results of Descriptive Statistics for Credibility (C) .....	69
Table 4.3 Test Results of Descriptive Statistics for Attractiveness (A).....	70

Table 4.4 Test Results of Descriptive Statistics for Power (P) .....	71
Table 4.5 Test Results of Descriptive Statistics for Customer Buying Interest (CBI) .....	72
Table 4.6 Test Results for Convergent Validity Indicators.....	74
Table 4.7 Test Results for Validity of Convergent (AVE) .....	77
Table 4.8 Test Results for the Validity Discriminant of Actual Results.....	78
Table 4.9 Reliability Testing for Actual Test (Cronbach's Alpha) .....	79
Table 4.10 Reliability Testing for Actual Test (Composite Reliability).....	80
Table 4.11 R-square Value.....	80
Table 4.12 Inner Model Test Results .....	81
Table 4.13 Hypothesis Testing Result .....	85
Table 4.14 The Difference Between Previous and Current Research.....	92

## LIST OF APPENDICES

APPENDIX A	Questionnaire
APPENDIX B	Pre-test Results
APPENDIX C	Actual Test Results
APPENDIX D	Plagiarism Report

