

## TABLE OF CONTENTS

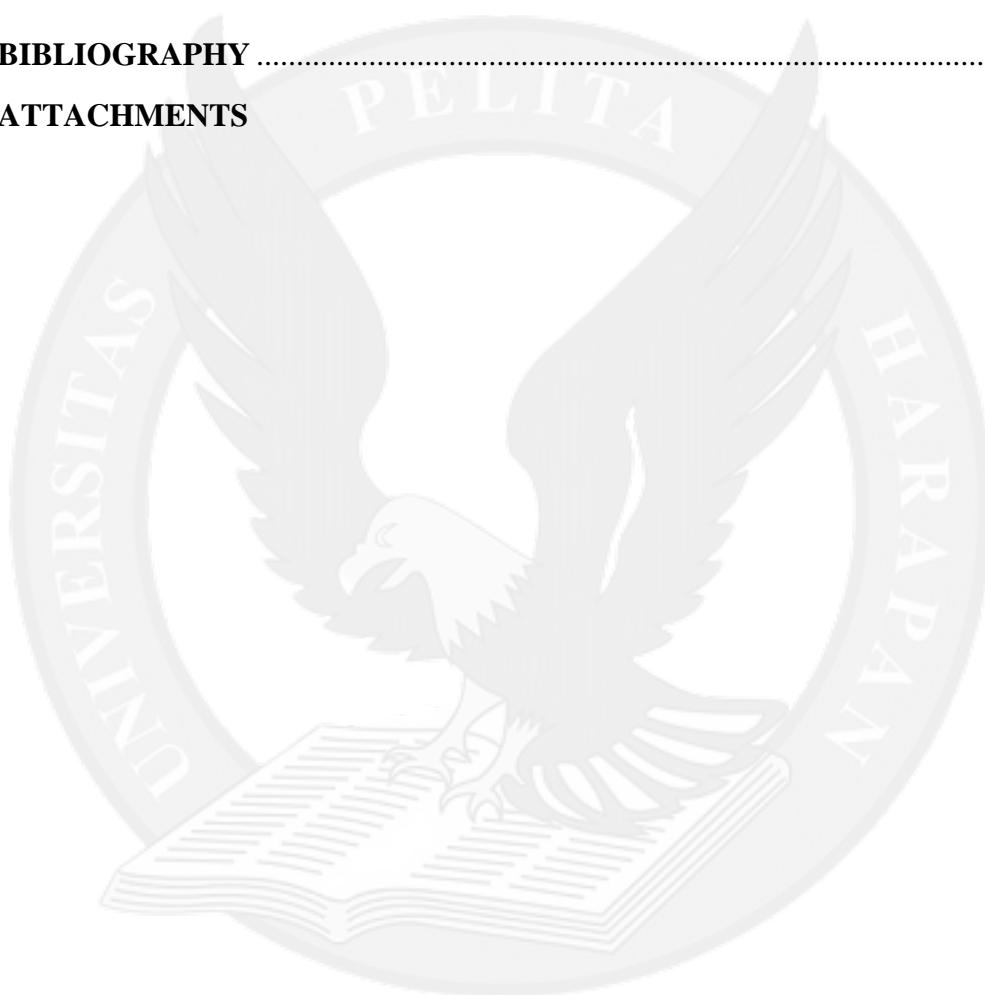
<b>TITLE PAGE .....</b>	<b>i</b>
<b>ORIGINALITY STATEMENT OF THE THESIS .....</b>	<b>ii</b>
<b>THESIS SUPERVISOR'S APPROVAL .....</b>	<b>iii</b>
<b>THESIS EXAMINATION COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>PREFACE .....</b>	<b>vi</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>CHAPTER I            INTRODUCTION.....</b>	<b>1</b>
1.1 Research Background .....	1
1.2 Research Questions .....	5
1.3 Research Objectives .....	6
1.4 Research Benefits .....	6
1.4.1 Theoretical Implication.....	7
1.4.1 Managerial Implication.....	7
1.5 Research Limitations .....	7
1.6 Chapter Outline .....	8
<b>CHAPTER II        LITERATURE REVIEW.....</b>	<b>10</b>
2.1 Basic Theory .....	10
2.1.1 Interior Design Introduction .....	10
2.1.2 Digital Marketing.....	11
2.1.2.1 Interior Design Digital Marketing.....	16
2.1.3 Content Marketing .....	18
2.1.3.1 Content Marketing in Interior Design Business .....	21
2.1.4 Web Quality .....	22
2.1.4.1 Web Quality in Interior Design Business .....	23
2.1.5 Online Advertising.....	25

2.1.5.1 Online Advertising in Interior Design Business .....	27
2.1.6 Price .....	29
2.1.6.1 Price Set-Up in Interior Design Business .....	30
2.1.7 Brand Awareness .....	32
2.1.7.1 Brand Image .....	34
2.1.7.2 Brand Trust .....	36
2.1.7.3 Brand Awareness in Interior Design Business .....	37
2.1.8 Intention to Buy .....	37
2.2 Hypothesis .....	39
2.2.1 Relation Between Content Marketing with Brand Awareness in Interior Design Business .....	39
2.2.2 Relation Between Web Quality with Brand Awareness in Interior Design Business .....	40
2.2.3 Relation Between Online Advertising with Brand Awareness in Interior Design Business .....	40
2.2.4 Relation Between Price towards Brand Awareness in Interior Design Business .....	41
2.2.5 Relation Between Digital Marketing Towards Customer's Intention to Buy in Interior Design Business .....	42
2.2.6 Relation Between Price Towards Customer's Intention to Buy in Interior Design Business .....	43
2.2.7 Relation Between Brand Awareness and Customer's Intention to Buy in Interior Design Business .....	44
2.3 Research Framework Model.....	45
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>48</b>
3.1 Research Object.....	48
3.2 Unit of Analysis.....	49
3.3 Research Type .....	49
3.4 Research Variable Operation.....	50
3.4.1 Variable Measures .....	50
3.4.2 Concept Definition and Operationalization of Variables .....	52
3.5 Population and Sample .....	58
3.5.1 Number of Samples .....	58

3.5.2 Sample Collection Method .....	59
3.6 Data Collection Method.....	59
3.6.1 Primary Data .....	59
3.6.2 Secondary Data .....	60
3.7 Data Analysis Method .....	60
3.8 Analysis Statistic Descriptive.....	61
3.9 Instrument Test .....	62
3.9.1 Validity Test .....	62
3.9.2 Reliability Test.....	64
3.10 Classic Assumption Test .....	65
3.10.1 Normality Test .....	65
3.10.2 Heterokedasticity Test .....	66
3.10.3 Multicollinearity Test .....	66
3.11 Multiple Regression Analysis.....	67
3.11.1 Path Analysis .....	67
3.11.2 Intervening Regression Analysis .....	67
3.11.3 Coefficient Determination Test ().....	68
3.12 Hypothesis Test .....	68
3.12.1 Partial Test (T-test) .....	69
3.12.2 Simultant test (F-test).....	69
<b>CHAPTER IV        DATA ANALYSIS .....</b>	<b>71</b>
4.1 Research Results .....	71
4.1.1 Respondent Demographic Profile .....	71
4.1.1.1 Respondent Profile According to Gender .....	71
4.1.1.2 Respondent Profile According to Ages .....	72
4.1.1.3 Respondent Profile According to Background.....	73
4.1.2 Analysis Statistic Descriptive .....	74
4.1.2.1 Analysis Statistic Descriptive Content Marketing (X1).....	74
4.1.2.2 Analysis Statistic Descriptive Web Quality (X2) .....	76
4.1.2.3 Analysis Statistic Descriptive Online Advertising (X3) .....	79
4.1.2.4 Analysis Statistic Descriptive Price (X4).....	83
4.1.2.5 Analysis Statistic Descriptive Brand Awareness (M) .....	86

4.1.2.6 Analysis Statistic Descriptive Intention to Buy (Y).....	88
4.1.3 Instrument Test .....	91
4.1.3.1 Validity Test.....	91
4.1.3.2 Reliability Test .....	94
4.1.4 Classic Assumption Test.....	95
4.1.4.1 Normality Test.....	95
4.1.4.2 Heterokedasticity Test.....	99
4.1.4.3 Multicollinearity Test.....	100
4.1.5 Multiple Regression Analysis.....	101
4.1.5.1 Path Analysis Results .....	101
4.1.5.2 Intervening Regression Analysis Results .....	106
4.1.5.3 Coefficient Determination Test () .....	112
4.1.5.4 Path Correlation.....	114
4.1.6 Hypothesis Test.....	115
4.1.6.1 Partial Test (T-test).....	115
4.1.6.2 Simultant test (F-test).....	119
4.2 Discussion.....	122
4.2.1 The Impact of Content Marketing Strategy Towards the Brand Awareness in Interior Design Business (H1) .....	122
4.2.2 The Impact of Web Quality Towards the Brand Awareness in Interior Design Business (H2).....	122
4.2.3 The Impact of Online Advertising Strategy Towards the Brand Awareness in Interior Design Business (H3) .....	123
4.2.4 The Impact of Price Towards the Brand Awareness in Interior Design Business (H4).....	124
4.2.5 The Impact of Digital Marketing Strategy Towards a Customer's Intention to buy an Interior Design Service (H5).....	124
4.2.6 The Impact of Price Towards a Customer's Intention to buy an Interior Design Service (H6) .....	126
4.2.7 The Impact of Brand Awareness Towards a Customer' Intention to Buy an Interior Design Business (H7) .....	128
4.2.8 The Impact of Content Marketing, Web Quality, Online Advertising and Price Towards a Customer' Intention to Buy Mediating by Brand	

Awareness in Interior Design Business (H8) .....	128
<b>CHAPTER V CONCLUSION AND SUGGESTION.....</b>	<b>130</b>
5.1 Conclusion .....	130
5.2 Suggestions.....	136
5.3 Limitations.....	138
<b>BIBLIOGRAPHY .....</b>	<b>140</b>
<b>ATTACHMENTS</b>	



## LIST OF FIGURES

Figure 2.1 One way Communication .....	12
Figure 2.2 Two ways Communications .....	13
Figure 2.3 Interior Design Search in Google Ads .....	28
Figure 2.4 Interior Design Search in SEO.....	28
Figure 2.5 Four Levels of Brand Awareness.....	33
Figure 2.6 Research Framework Model .....	46
Figure 4.1 Respondents Profile According to Gender .....	71
Figure 4.2 Respondents Profile According to the Group of Ages .....	72
Figure 4.3 Respondents Profile According to Familiarity with Interior Design....	73
Figure 4.4 Histogram Normality Test (X to M) .....	96
Figure 4.5 P-Plot Normality Test (X to M).....	97
Figure 4.6 Histogram Normality Test (X and M to Y) .....	98
Figure 4.7 P-Plot Normality Test (X and M to Y) .....	98
Figure 4.8 Path Analysis Results of Content Marketing, Web Quality, Online Advertising and Price towards Intention to Buy mediating by Brand Awareness.....	114

## LIST OF TABLES

Table 3.1 Likert Scale Table .....	51
Table 3.2 Conceptual and Operational Definition .....	52
Table 3.3 Answers Categories.....	61
Table 3.4 Value Interpretation of 'r' .....	64
Table 3.5 Criteria of Reliability Instrument.....	65
Table 4.1 Distribution Respondents Answers Content Marketing (X1) .....	74
Table 4.2 Distribution Respondents Answers Web Quality (X2).....	77
Table 4.3 Distribution Respondents Answers Online Advertising (X3).....	80
Table 4.4 Distribution Respondents Answers Price (X4) .....	83
Table 4.5 Distribution Respondents Answers Brand Awareness (M) .....	86
Table 4.6 Distribution Respondents Answers Intention to Buy (Y) .....	89
Table 4.7 ' <i>Pearson Product Moment</i> ' Validation Test Results .....	91
Table 4.8 ' <i>Cronbach's Alpha</i> ' Reliability Test Results .....	94
Table 4.9 Normality X to M Test Results .....	95
Table 4.10 Normality X and M to Y Test Results .....	97
Table 4.11 Heterokedasticity X to M Test Results .....	99
Table 4.12 Heterokedasticity X and M to Y Test Results.....	99
Table 4.13 Multicollienarity X to M Test Results .....	100
Table 4.14 Multicollinearity X and M to Y Test Results.....	101
Table 4.15 Coefficient <i>Path Analysis</i> Test Results of X to M .....	102
Table 4.16 Coefficient <i>Path Analysis</i> Test Results of X to Y.....	104
Table 4.17 Coefficient <i>Path Analysis</i> Test Results of M to Y .....	106
Table 4.18 Coefficient <i>Path Analysis</i> Test Results of X to Y Through M .....	107
Table 4.19 Coefficient Determination Test Results of X to M .....	113
Table 4.20 Coefficient Determination Test Results of X and M to Y .....	113
Table 4.21 Partial Test Results of X to M.....	116
Table 4.22 Partial Test Results of X and M to Y .....	118
Table 4.23 Simultant Test Results of X to M.....	120
Table 4.24 Simultant Test Results of X and M to Y .....	121