

Daftar Isi

Abstrak	V
BAB I.....	1
PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan masalah	9
1.3 Pertanyaan Penelitian.....	10
1.4 Tujuan Penelitian	11
1.5 Manfaat Penelitian.....	12
1.6 Sistematika Penelitian	12
BAB II.....	15
TINJAUAN LITERATUR.....	15
2.1 Service dominant logic	15
2.2 Stimulus-Organism-Response (SOR)	16
2.3 Consumer-Based Brand Equity.....	17
2.4 Relationship marketing.....	18
2.5 Repurchase intention.	19
2.6 Social media advertising.....	20
2.7 Customer Brand Engagement.....	22
2.8 Brand loyalty	23
2.9 Hipotesis Penelitian.....	24
2.10 Model Penelitian	32
BAB III.....	33
Metode Penelitian	33
3.1 Paradigma Penelitian.....	33
3.2 Penelitian Kuantitatif	34
3.3 Desain Penelitian.....	35
3.4 Objek penelitian.....	36
3.5 Subjek Penelitian.....	36
3.6 Unit Analisis.....	36

3.7	Pengukuran variabel.....	37
3.8	Definisi Konseptual dan Operasional	38
3.9	Metode Pengumpulan Data.....	43
3.10	Teknik Pengumpulan Data.....	43
3.11	Populasi.....	44
3.12	Sampel.....	44
3.13	Ukuran Sampel.....	45
3.14	Metode Analisis Data	46
3.14.1	<i>Partial Least Squares (PLS) – Structural Equation Modeling (SEM)</i>	47
3.14.2	Model Pengukuran (<i>Outer Model</i>)	47
3.14.2.1.1	<i>Outer Loading</i>	48
3.14.2.1.2	<i>Composite Reliability</i>	48
3.14.2.1.3	<i>Construct Validity</i>	49
3.14.2.1.4	<i>Discriminant Validity</i>	50
3.14.2.2	Model Struktural (<i>Inner Model</i>)	50
3.14.2.2.1	Uji Multikolinearitas (VIF).....	50
3.14.2.2.2	<i>R Square (R²)</i>	51
3.14.2.2.3	<i>F Square (F²)</i>	51
3.14.2.2.4	<i>Predictive Relevance (Q Square and Q Square Predictive)</i>	51
3.14.2.2.5	Uji Hipotesis	52
3.15	Uji Pendahuluan	52
3.15.1	<i>Outer Model</i>	54
3.15.2	Reliabilitas Indikator (<i>Outer Loading</i>)	55
3.15.3	Reliabilitas Variabel (<i>Composite Reliability</i>)	60
3.15.4	Validitas Variabel (<i>AVE dan Discriminant Validity</i>).....	63
3.15.5	Hasil <i>Pre-Test</i>	66
BAB IV	67
	Hasil Penelitian dan Pembahasan.....	67
4.1.	Profil Demografi Responden	67
4.1.1.	Lokasi Kampus.....	67
4.1.2.	Usia	68

4.1.3.	Pendapatan Uang Saku Per Bulan	68
4.1.4.	Lokasi Tempat Tinggal	68
4.2.	Profil Perilaku Responden.....	69
4.3.	Statistik Deskriptif	74
4.3.1.	Statistika Deskriptif Variabel <i>Social Media Advertising</i>	74
4.3.2.	Statistika Deskriptif Variabel <i>Customer Brand Engagement</i>	78
4.3.3.	Statistika Deskriptif Variabel <i>Brand Loyalty</i>	81
4.3.4.	Statistika Deskriptif Variabel <i>Repurchase Intention</i>	82
4.4.	Statistik Inferensial.....	83
4.4.1.	Model Pengukuran (<i>Outer Model</i>).....	84
4.4.1.1.	Reliabilitas Indikator (<i>Outer Loading</i>).....	84
4.4.1.2.	<i>Construct Reliability</i>	86
4.4.1.3.	Validitas Variabel (<i>Average Variance Extracted – AVE</i>).....	89
4.4.1.4.	<i>Discriminant Validity</i>	92
4.4.2.	Model Struktural (<i>Inner Model</i>).....	94
4.4.2.1.	Uji Multikolinieritas (<i>Variance Inflation Factor – VIF</i>)	94
4.4.2.2.	Koefisien Determinan (<i>R – Square</i>).....	95
4.4.2.3.	Effect Size (<i>F-Square</i>)	97
4.4.2.4.	<i>Predictive Relevance (Q Square and Q Square Predictive)</i>	99
4.4.3.	Hasil Uji Hipotesis Penelitian dan Diskusi.....	99
4.4.3.1.	Pengaruh <i>Social Media Advertising</i> Terhadap <i>Repurchase Intention</i>	100
4.4.3.2.	Pengaruh <i>Social Media Advertising</i> Terhadap <i>Customer Brand Engagement</i>	101
4.4.3.3.	Pengaruh <i>Customer Brand Engagement</i> Terhadap <i>Repurchase Intention</i> 102	
4.4.3.4.	Pengaruh <i>Customer Brand Engagement</i> Terhadap <i>Brand Loyalty</i>	103
4.4.3.5.	Pengaruh <i>Brand Loyalty</i> Terhadap <i>Repurchase Intention</i>	104
4.4.4.	Analisa Mediasi dan Diskusi.....	104
BAB 5	108
KESIMPULAN	108
5.1	Kesimpulan	108
5.2	Implikasi Teoritis	109

5.3	Implikasi Manajerial	113
5.4	Keterbatasan dan Saran Penelitian	122
HALAMAN LAMPIRAN		133
Lampiran 1: Kuisisioner		133
Lampiran 2: Hasil Uji SmartPLS		143

