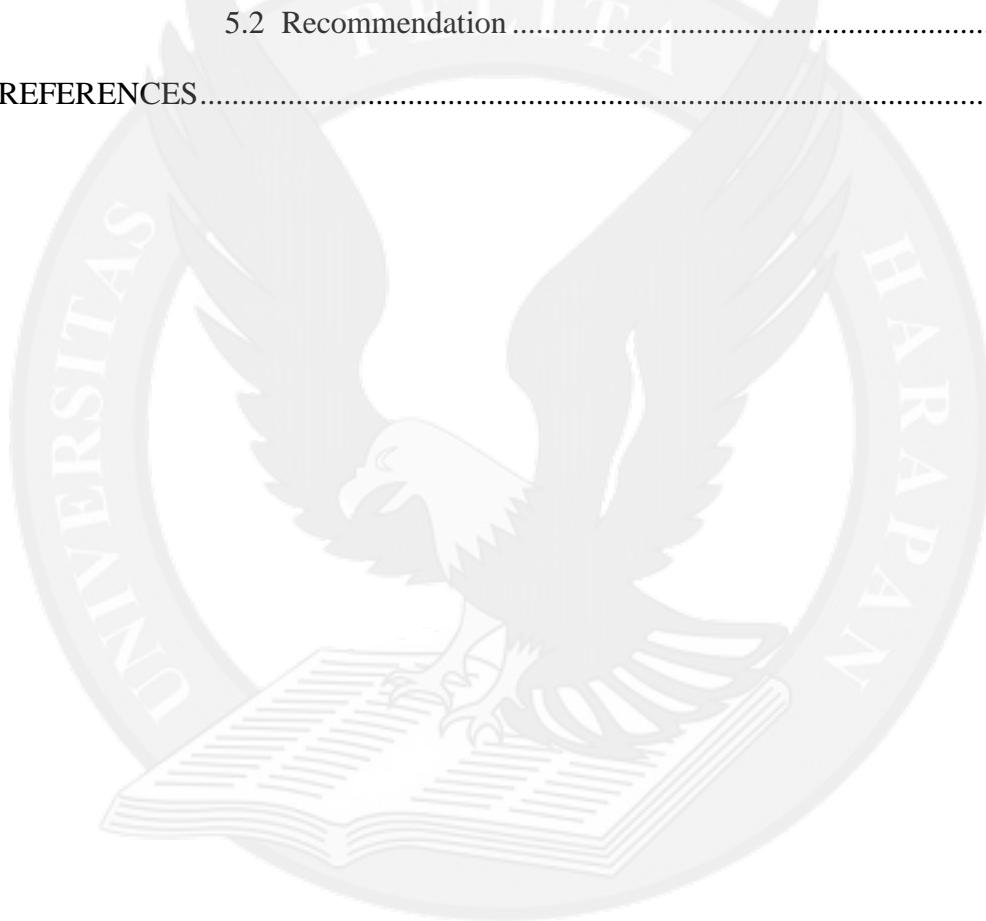


TABLE OF CONTENTS

	Page
COVER	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE	iv
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES	x
LIST OF TABLES	xi
LIST OF APPENDIXES	xii
 CHAPTER I INTRODUCTION	
1.1 Research Background	1
1.2 Research Questions.....	4
1.3 Research Objectives.....	4
1.4 Research Benefits	5
1.5 Research Scope and Limitations.....	6
1.6 Research Model	7
 CHAPTER II LITERATURE REVIEW	
2.1 Literature Review	9
2.1.1 Social Media Influencers.....	9
2.1.2 Brand Image	10
2.1.3 Consumer Product Knowledge	10
2.1.4 Purchase Intentions	11
2.2 Theoretical Framework.....	12
2.3 Hypothesis Development.....	13
 CHAPTER III RESEARCH METHODOLOGY	
3.1 Research Type	17
3.2 Research Population/Sample	17
3.3 Data Analysis.....	18
3.4 Research Design	18
 CHAPTER IV RESULTS	
4.1 Respondents Profile	21
4.1.1 Gender	21
4.1.2 Age	22
4.1.3 Domicile	22
4.2 Validity Test	23
4.3 Reliability Test.....	25
4.4 Classic Assumption Test.....	25
4.4.1 Normality Test	25

4.4.2 Multicollinearity Test.....	28
4.4.3 Heteroscedasticity Test	29
4.5 Coefficient of Determination	30
4.6 Multiple Linear Regression Analysis	31
4.7 Hypothesis Testing	33
4.7.1 F-Test	34
4.7.2 T-Test	35
4.8 Discussion.....	36
CHAPTER V CONCLUSION AND RECOMMENDATIONS	
5.1 Conclusion	41
5.2 Recommendation	41
REFERENCES.....	43



LIST OF FIGURES

	Page
Figure 1.1 TikTok: Global Advertising Audience	2
Figure 2.1 Theoretical Framework.....	12
Figure 4.1 Map of Respondents	23
Figure 4.2 Normality Histogram	27
Figure 4.3 Normality P-Plot.....	27
Figure 4.4 Heteroscedasticity scatter plot	29

LIST OF TABLES

	Page
Table 2.1 Hypothesis Summary	16
Table 3.1 Conceptual and Operational Variable Definitions	18
Table 4.1 Respondents Profile (Gender)	21
Table 4.2 Respondent Profile Based on Age.....	22
Table 4.3 Respondent Profile Based on Domicile	22
Table 4.4 Validity test result	24
Table 4.5 Reliability test result	25
Table 4.6 One-Sample Kolmogorov-Smirnov Test result	26
Table 4.7 Multicollinearity Test.....	28
Table 4.8 Heteroscedasticity Test Results.....	30
Table 4.9 Coefficient of Determination Results.....	31
Table 4.10 Multiple Linear Regression Results	32
Table 4.11 F-Test Results.....	34
Table 4.12 T-Test Results	35

LIST OF APPENDIXES

	Page
Appendix A : Questionnaires	A-1

