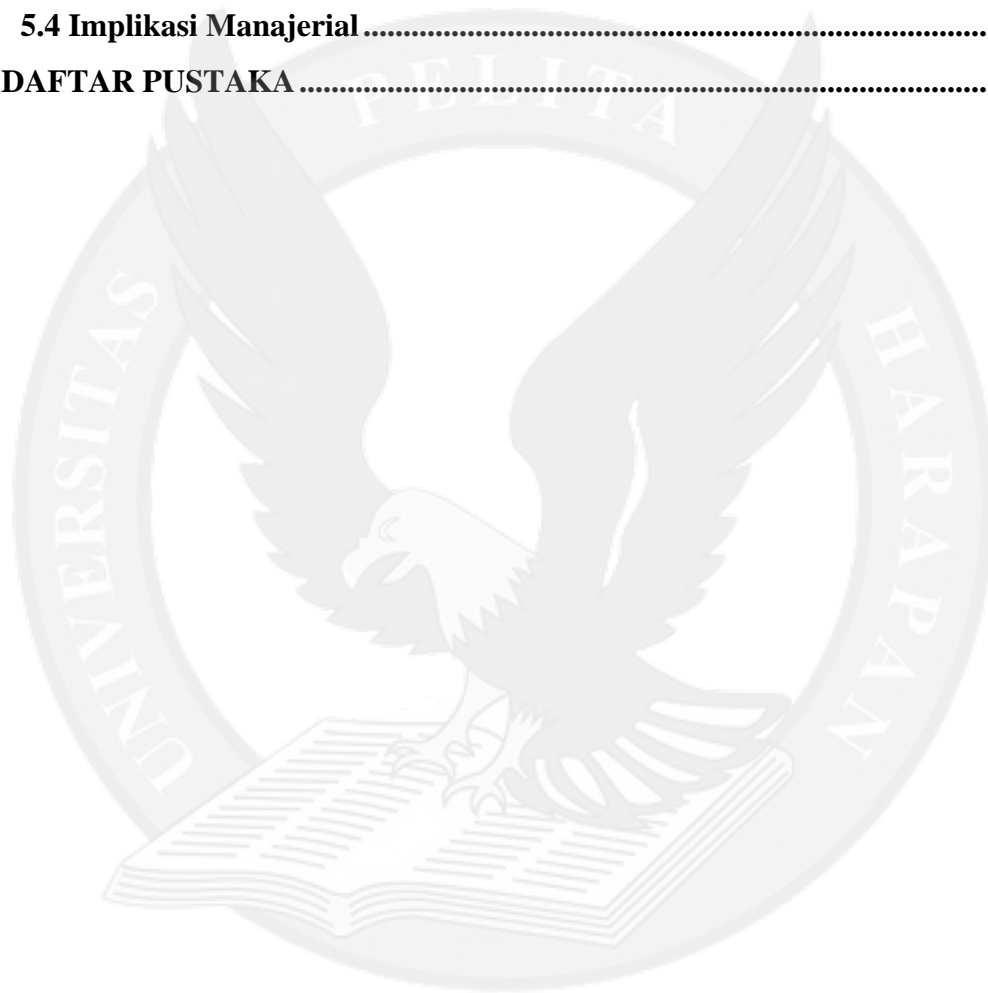


DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I PENDAHULUAN	1
1.1 Latar belakang	1
1.2 Rumusan Masalah	10
1.3 Tujuan Penelitian	11
1.4 Manfaat Penelitian	12
1.4.1 Manfaat Teoritis.....	12
1.4.2 Manfaat Praktis	12
BAB II LANDASAN TEORI.....	15
2.1 Perceived Quality.....	15
2.2 Sosial Value	16
2.3 Personal Value	18
2.4 Functional Value	19
2.6 Hubungan antar variabel.....	22
2.6.1 Perceived quality dan social values	22
2.6.2 Perceived quality dan personal values	23
2.6.3 Perceived quality dan functional values	24
2.6.4 Social values dan sosial media WOM	25
2.6.5 Personal values dan media sosial WOM	26
2.6.6 Functional value dan sosial media WOM.....	26
2.6.7 Sosial media WOM dan purchase intention	27
2.6.8 social values, personal value dan functional value memediasi terhadap perceived quality dan sosial media WOM.....	28
2.6.9 Perceived quality dan sosial media WOM.....	29

2.6.10 <i>social media WOM</i> memediasi <i>perceived quality</i> dan <i>purchase intention</i>	30
2.6.11 <i>perceived quality</i> dan <i>purchase intention</i>	30
2.7 Model penelitian.....	31
BAB III METODE PENELITIAN	32
3.1 Objek Penelitian.....	32
3.2 Jenis penelitian.....	33
3.3 Desain penelitian	34
3.4 Tabel DKDO.....	35
3.5 Metode pengumpulan data	39
3.6 Populasi, sampel dan ukuran sample.....	41
3.6.1 Populasi.....	41
3.6.2 Sampel.....	42
3.6.3 ukuran sampel.....	42
3.7 satuan penelitian data.....	43
3.8 Metode regresi.....	43
3.9 Asumsi regresi	44
3.9.1 Asumsi normalitas	45
3.9.2 Asumsi heteroskedastisitas	45
3.9.3 Asumsi multikolonialitas.....	46
3.10 Pengukuran Skala.....	47
BAB IV HASIL DAN PEMBAHASAN	50
4.1 Profil responden	50
4.2 Jenis Kelamin	50
4.3 Umur	51
4.4 Statistik deskriptif	52
4.5 Uji aktual	54
4.6 Uji bivariate validity	55
4.7 Uji heteroskedastisitas.....	56
4.8 Uji multikolinieritas.....	62
4.9 Uji reabilitas	67

4.10 Uji-T	68
4.12 Pembahasan.....	80
BAB V KESIMPULAN DAN SARAN	83
5.1 Kesimpulan.....	83
5.2 Rekomendasi untuk peneliti selanjutnya.....	86
5.3 keterbatasan studi & penelitian berikutnya.....	86
5.4 Implikasi Manajerial	87
DAFTAR PUSTAKA	92



DAFTAR GAMBAR

Gambar 1.1 Data Grafik Pertumbuhan Pengguna internet Di Indonesia Dalam 5 Tahun Terakhir.....	5
Gambar 2.1 Model Penelitian	31



DAFTAR TABEL

Tabel 1.1 Biaya Iklan per 30 Detik di Stasiun TV Di Indonesia	17
Tabel 1.2 Pangsa Pasar Penerbangan Domestik Menurut Perusahaan Maskapai	19
Tabel 3.1 Tabel Pengukuran Definisi konseptual dan Definisi Operasional.....	47
Tabel 3.2 Skor Jawaban Kuisisioner.....	59
Tabel 4.1 Hasil Data Jenis Kelamin pada 306 Responden	62
Tabel 4.2 Hasil Data dan Persentase Kategori Kelompok Umur terhadap 306 responden.....	62
Tabel 4.3 Hasil pengolahan data statistik deskriptif terhadap 306 responden.....	62
Tabel 4.4 Hasil uji validitas konvergen	66
Tabel 4. 5 Hasil uji Glejser Heteroskedastisitas <i>perceived quality</i> terhadap <i>social value</i>	68
Tabel 4.6 Hasil Uji Glejser Heteroskedastisitas <i>Perceived quality</i> terhadap <i>Personal Values</i>	68
Tabel 4. 8 Hasil uji Glejser Heteroskedastisitas <i>social value</i> terhadap <i>social media WOM</i>	69
Tabel 4.9 Hasil uji Glejser Heteroskedastisitas <i>personal value</i> terhadap <i>media social WOM</i>	69
Tabel 4.10 Hasil uji Glejser Hetersokedastisitas <i>functional value</i> terhadap <i>media social WOM</i>	70
Tabel 4.11 Hasil Uji Glejser Heteroskedastisitas mediasi <i>social values</i> terhadap <i>perceived quality</i> dan <i>WOM</i>	70
Tabel 4.12 Hasil Uji Glejser Heteroskedastisitas mediasi <i>personal values</i> terhadap <i>perceived quality</i> dan <i>WOM</i>	71
Tabel 4.13 Hasil Uji Glejser Heteroskedastisitas mediasi <i>functional values</i> terhadap <i>perceived quality</i> dan <i>WOM</i>	71

Tabel 4.14 Hasil uji Glejser heteroskedastisitas <i>perceived quality</i> terhadap <i>media social WOM</i>	72
Tabel 4.15 Hasil Uji Glejser Heteroskedastisitas <i>social media wom</i> terhadap <i>purchase intention</i>	72
Tabel 4.16 Hasil Uji Glejser Heteroskedastisitas <i>perceived quality</i> terhadap <i>purchase intention</i>	73
Tabel 4.17 Hasil uji multikolineritas variable <i>perceived quality</i> terhadap <i>social value</i>	74
Tabel 4.18 Hasil uji multikolineritas variabel <i>perceived quality</i> terhadap <i>personal</i>	74
Tabel 4.19 Hasil uji multikolineritas variabel <i>perceived quality</i> terhadap <i>functional value</i>	74
Tabel 4.20 Hasil uji multikolineritas variabel mediasi <i>social value</i> terhadap <i>perceived quality</i> dan <i>WOM</i>	75
Tabel 4.21 Hasil uji multikolineritas variabel mediasi <i>personal values</i> terhadap <i>perceived quality</i> dan <i>WOM</i>	75
Tabel 4.22 Hasil uji multikolineritas antara variable <i>social value</i> terhadap <i>media social WOM</i>	75
Tabel 4.23 Hasil uji multikolineritas antara <i>personal value</i> terhadap <i>media social WOM</i>	76
Tabel 4.24 Hasil uji multikolineritas antara <i>functional value</i> terhadap <i>media social WOM</i>	76
Tabel 4.25 Hasil uji multikolineritas antara variabel mediasi <i>functional values</i> terhadap <i>perceived quality</i> dan <i>WOM</i>	77
Tabel 4.26 Hasil uji multikolineritas antara variable <i>perceived quality</i> dan <i>social media WOM</i>	77
Tabel 4.27 hasil uji multikolineritas antara variabel <i>social media wom</i> dan <i>purchase intention</i>	78
Tabel 4.28 Hasil uji multikolineritas antara variabel <i>perceived quality</i> terhadap <i>purchase intention</i>	78
Tabel 4.29 Hasil reability semua variable.....	79

Tabel 4.30 Hasil uji t variabel <i>perceived value</i> terhadap <i>social values</i>	80
Tabel 4.31 Hasil uji t variabel <i>perceived value</i> terhadap <i>personal values</i>	80
Tabel 4.32 Hasil Uji t variabel <i>perceived value</i> terhadap <i>functional values</i>	81
Tabel 4.33 Hasil uji t variabel <i>social value</i> terhadap <i>media social wom</i>	81
Tabel 4.34 Hasil uji t variable <i>personal value</i> terhadap <i>media social wom</i>	82
Tabel 4.35 Hasil uji t variable <i>functional value</i> terhadap <i>media social wom</i>	82
Tabel 4.36 hasil uji t variabel mediasi antara <i>social value</i> terhadap <i>perceived quality</i> dan <i>social media wom</i>	82
Tabel 4.37 hasil uji t variabel mediasi antara <i>personal value</i> terhadap <i>perceived quality</i> dan <i>social media wom</i>	83
Tabel 4.38 Uji t variable mediasi antara <i>functional value</i> terhadap <i>perceived quality</i> dan <i>social media wom</i>	83
Tabel 4.39 Hasil uji t variable <i>media social wom</i> terhadap <i>purchase intention</i>	84
Tabel 4.40 Hasil uji t variabel <i>perceived value</i> terhadap <i>media social wom</i>	84
Tabel 4.41 Hasil uji t variable <i>perceived quality</i> terhadap <i>purchase intention</i>	85
Tabel 4.42 Hasil uji f antara variabel <i>perceived quality</i> terhadap <i>social value</i>	85
Tabel 4.43 Hasil uji f antara variabel <i>perceived quality</i> terhadap <i>personal value</i>	86
Tabel 4.44 Hasil uji f antara variabel <i>perceived quality</i> terhadap <i>functional value</i>	86

Tabel 4.45 hasil uji f antara variable <i>social value</i> terhadap <i>media social WOM</i>	87
Tabel 4. 46 Hasil uji f antara variable <i>personal value</i> terhadap <i>media social WOM</i>	87
Tabel 4.47 Hasil uji f antara <i>functional value</i> terhadap <i>media social WOM</i>	88
Tabel 4. 48 Hasil uji f antara variabel mediasi <i>social value</i> terhadap <i>perceived quality</i> dan <i>social media WOM</i>	88
Tabel 4. 49 Tabel hasil uji f antara variable mediasi <i>personal value</i> terhadap <i>perceived quality</i> dan <i>social media WOM</i>	89
Tabel 4. 50 Hasil uji f antara mediasi <i>functional value</i> terhadap <i>perceived quality</i> dan <i>social media WOM</i>	89
Tabel 4.51 Hasil uji f antara variable <i>perceived quality</i> terhadap <i>social media wom</i>	89
Tabel 4.52 Hasil uji f antara variabel <i>social media wom</i> terhadap <i>purchase intention</i>	89
Tabel 4.53 Hasil uji f antara variabel <i>perceived quality</i> terhadap <i>purchase intention</i>	89