

DAFTAR ISI

HALAMAN JUDUL

PERNYATAAN KEASLIAN KARYA TUGAS AKHIR

PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR

PERSETUJUAN TIM PENGUJI TUGAS AKHIR

ABSTRAK

ABSTRACT

KATA PENGANTAR

DAFTAR ISI

BAB I PENDAHULUAN

- 1.1 Latar Belakang Masalah
- 1.2 Pertanyaan Penelitian
- 1.3 Tujuan Penelitian
- 1.4 Manfaat Penelitian
 - 1.4.1 Manfaat Teoritis
 - 1.4.2 Manfaat Praktis
- 1.5 Sistematika Penulisan

BAB II TINJAUAN PUSTAKA

- 2.1 Dasar Teori
 - 2.1.1 *Uses and Gratification Theory (UGT)*
 - 2.1.2 *Media Richness Theory*
 - 2.1.3 *Technology Acceptance Model (TAM)*
- 2.2 Dasar Konsep
 - 2.2.1 Variabel *Language Style (Social Media Content Language)*
 - 2.2.2 Variabel *Interesting Content*
 - 2.2.3 Variabel *Useful Content*
 - 2.2.4 Variabel *Unique Image Content Characteristics*
 - 2.2.5 Variabel *Online Engagement*
 - 2.2.6 Variabel *Intention to Recommend*
 - 2.2.7 Variabel Moderasi *Emotional Response of Language*
- 2.3 Pengembangan Hipotesis
 - 2.3.1 Kaitan antara *Language Style* terhadap *Online Engagement*

- 2.3.2 Kaitan antara *Interesting Content* terhadap *Online Engagement*
- 2.3.3 Kaitan antara *Useful Content* terhadap *Online Engagement*
- 2.3.4 Kaitan antara *Unique Image Content Characteristics* terhadap *Online Engagement*
- 2.3.5 Kaitan antara *Online Engagement* terhadap *Intention to Recommend*
- 2.3.6 Kaitan antara *Emotional Response of Language* terhadap *Intention to Recommend*

2.4 Model Penelitian

BAB III METODOLOGI PENELITIAN

- 3.1 Objek Penelitian
- 3.2 Unit Analisis
- 3.3 Tipe Penelitian
- 3.4 Pengukuran Variabel Penelitian
 - 3.4.1 Skala Pengukuran Variabel
 - 3.4.2 Definisi Konseptual dan Operasionalisasi Variabel
- 3.5 Populasi dan Sampel
 - 3.5.1 Penentuan Jumlah Sampel
 - 3.5.2 Metode Penarikan Sampel
 - 3.5.3 Besar Sampel
- 3.6 Metode Pengumpulan Data
- 3.7 Metode Analisis Data
 - 3.7.1 Analisis Model pada PLS-SEM
 - 3.7.1.1 *Outer Model*
 - 3.7.1.2 *Inner Model*

BAB IV HASIL DAN PEMBAHASAN

- 4.1 Profil Demografi Responden
- 4.2 Profil Perilaku Responden
- 4.3 Analisis Deskriptif Variabel
 - 4.3.1 Analisis Deskriptif Variabel Independen
 - 4.3.2 Analisis Deskriptif Variabel *Online Engagement*
 - 4.3.3 Analisis Deskriptif Variabel *Intention to Recommend*
- 4.4 Analisis Inferensial
 - 4.4.1 Model Pengukuran (*Outer Model*)

- 4.4.1.1 *Indicator Reliability*
- 4.4.1.2 *Construct Reliability*
- 4.4.1.3 *Construct Validity*
- 4.4.1.4 *Discriminant Validity*
- 4.4.2 Hasil *Inner Model* (Model Struktural)
 - 4.4.2.1 Multikolinieritas
 - 4.4.2.2 Koefisien Determinan (*R-Squared*)
 - 4.4.2.3 *Effect Size* (f^2)
 - 4.4.2.4 $Q^2_{predict}$
 - 4.4.2.5 Uji Hipotesis
 - 4.4.2.5.1 Kaitan antara *Language Style* terhadap *Online Engagement*
 - 4.4.2.5.2 Kaitan antara *Interesting Content* terhadap *Online Engagement*
 - 4.4.2.5.3 Kaitan antara *Useful Content* terhadap *Online Engagement*
 - 4.4.2.5.4 Kaitan antara *Unique Image Content Characteristics* terhadap *Online Engagement*
 - 4.4.2.5.5 Kaitan antara *Online Engagement* terhadap *Intention to Recommend*
 - 4.4.2.5.6 Kaitan antara *Emotional Response of Language* terhadap *Intention to Recommend*
 - 4.4.2.6 Analisis Moderasi
 - 4.4.2.7 Analisis Mediasi
 - 4.4.2.8 Analisis *Importance Performance Map Analysis* (IPMA)
 - 4.4.2.8.1 Analisis IPMA Konstruk
 - 4.4.2.8.2 Analisis IPMA Indikator
 - 4.4.2.9 Analisis *Prediction Orientated Segmentation* (PLS-POS)
- 4.5 Diskusi

BAB V KESIMPULAN DAN SARAN

- 5.1 Kesimpulan Penelitian
- 5.2 Implikasi Manajerial
- 5.3 Implikasi Teoritis

5.4 Keterbatasan dan Saran bagi Penelitian Selanjutnya

DAFTAR PUSTAKA

LAMPIRAN

