

TABLE OF CONTENTS

COVER PAGE	1
TITLE PAGE	i
Final Assignment Statement and Upload Agreement	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE	vii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xvi
1 CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem of Limitation	7
1.3 Problem Formulation	7
1.4 Object of the Research	8
1.5 Benefit of the Research	8
1.5.1 Theoretical Benefit	8
1.5.2 Practical Benefit	9
2 CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	10
2.1 Theoretical Background	10
2.1.1 Definition of Social Media Promotion	11
2.1.2 Purpose and Role of Social Media Promotion.....	13
2.1.3 Indicator of Social Media Promotion	14
2.2 Electronic Word of Mouth	15
2.2.1 Definition of Electronic Word of Mouth.....	15

2.2.2	Characteristic of Electronic Word of Mouth	17
2.2.3	Indicator of Electronic Word of Mouth	18
2.3	Menu Varieties	19
2.3.1	Definition of Menu Varieties	20
2.3.2	Components of Menu Varieties	21
2.3.3	Indicator of Menu Varieties	22
2.4	Purchase Decision	23
2.4.1	Definition of Purchase Decision	23
2.4.2	Process of Purchase Decision	24
2.4.3	Indicator of Purchase Decision	25
2.5	Previous Research	26
2.6	Hypothesis Development	28
2.7	Research Model	29
2.8	Framework of Thinking	30
3	CHAPTER III RESEARCH METHODOLOGY	31
3.1	Research Design	31
3.2	Population and Sample	32
3.3	Data Colection Method	33
3.4	Operational Variable and Variable Measurement	34
3.4.1	Operational Variable Definition	34
3.4.2	Variable Measurement	37
3.5	Data Analysis Method	38
3.5.1	Research Instrument	38
3.5.1.1	Validity Test	38
3.5.1.2	Reliability Test	40
3.5.2	Descriptive Statistic	40
3.5.3	Classical Assumption Test	43
3.5.3.1	Normality Test	43
3.5.3.2	Multicollinearity Test	45
3.5.3.3	Heteroscedasticity Test	46
3.5.3.4	Linearity Test	48

3.5.3.5 Autocorrelation Test	49
3.5.4 Inferential Statistic.....	50
3.5.4.1 Multiple Linear Regression	50
3.5.4.2 Coefficient of Determination Test	51
3.5.5 Hypothesis Testing	51
4 CHAPTER IV RESEARCH RESULT AND DISCUSSION	54
4.1 General View of Research Object.....	54
4.1.1 Brief Overview	54
4.1.2 Vision and Mission.....	56
4.1.3 Organizational Structure.....	57
4.2 Research Result.....	59
4.2.1 Test of Research Instrument.....	59
4.2.1.1 Validity Test	59
4.2.1.2 Reliability Test.....	63
4.2.2 Descriptive Analysis.....	64
4.2.2.1 Characteristic of Respondents	64
4.2.2.2 Explanation of Respondents' Answer on Research Variables .	65
4.2.2.3 Analysis Descriptive Variables.....	77
4.2.3 Result of Classical Assumption Test.....	82
4.2.3.1 Normality Test	82
4.2.3.2 Multicollinearity Test	87
4.2.3.3 Heteroscedasticity Test.....	88
4.2.3.4 Linearity Test.....	91
4.2.3.5 Autocorrelation Test	93
4.2.4 Regression Analysis	94
4.2.4.1 Multiple Linear Regression Analysis	94
4.2.4.2 Coefficient of Determination Test (R ²).....	95
4.2.5 Result of Hypothesis Testing.....	96
4.2.5.1 T-Test.....	96
4.2.5.2 F-Test (Simultaneous)	98
4.3 Discussion	100

5	CHAPTER V CONCLUSION	104
5.1	Conclusion	104
5.2	Recommendation	105
	REFERENCES	108



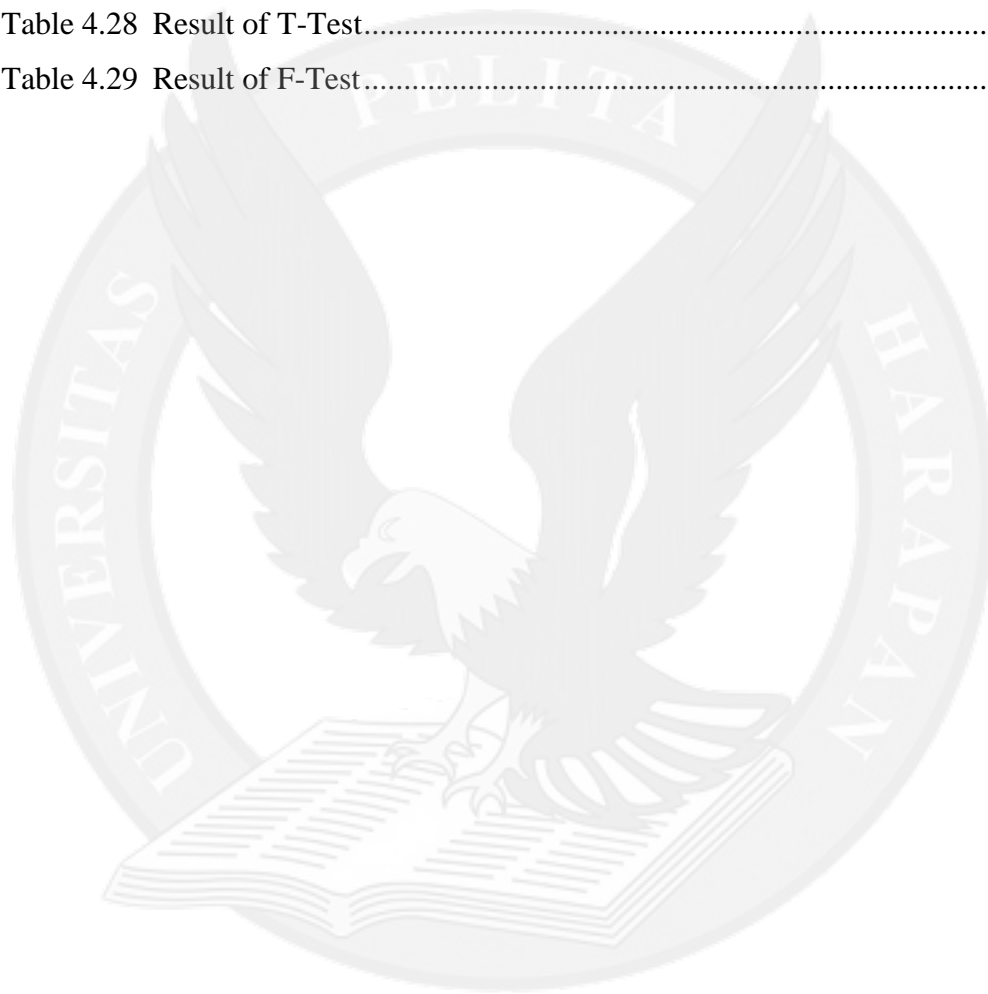
LIST OF FIGURES

Figure 1.1 Most used Social Media Platform in Indonesia 2023	2
Figure 2.1 Reseach Model.....	29
Figure 2.2 Framework of Thinking	30
Figure 4.1 Menu of Warung Kinta Restaurant.....	56
Figure 4.2 Organizational Structure of Warung Kinta.....	57
Figure 4.3 Histogram Graph for Result of Normality Test.....	83
Figure 4.4 Normal P-Plot Regression Graph for Result of Normality Test.....	83
Figure 4.5 Explore Test on Instagram Social Media Promotion.....	85
Figure 4.6 Explore Test on Electronic Word of Mouth	86
Figure 4.7 Explore Test on Menu Varieties	86
Figure 4.8 Explore Test on Purchase Decision	87
Figure 4.9 Scatterplot Graph for Result of Heteroscedasticity Test	90

LIST OF TABLES

Table 3.1	Definition of Operational Variables	35
Table 4.1	Validity Test Result of Instagram Social Media Promotion	60
Table 4.2	Validity Test Result of Electronic Word of Mouth.....	61
Table 4.3	Validity Test Result of Menu Varieties.....	61
Table 4.4	Validity Test Result of Purchase Decision.....	62
Table 4.5	Reliability Test Result	63
Table 4.6	Gender of Respondents	64
Table 4.7	Age of Respondents	65
Table 4.8	Distribution of Responses about Instagram Social Media Promotion Variable	66
Table 4.9	Distribution of Responses about Electronic Word of Mouth Variable	69
Table 4.10	Distribution of Responses about Menu Varieties Variable.....	71
Table 4.11	Distribution of Responses about Purchase Decision Variable.....	74
Table 4.12	Degree of Assessment for Each Variable.....	77
Table 4.13	Responses from Respondents about Instagram Social Media Promotion.....	79
Table 4.14	Responses from Respondents about Electronic Word of Mouth	80
Table 4.15	Responses from Respondents about Menu Varieties	81
Table 4.16	Responses from Respondents about Purchase Decision	82
Table 4.17	Result of One Sample Kolmogrov-Smirnov Test	84
Table 4.18	Result of Multicollinearity Test	88
Table 4.19	Spearman Rho Test for Result of Heteroscedasticity Test.....	89
Table 4.20	Glejser Test for Result of Heteroscedasticity Test.....	90
Table 4.21	Result of Linearity Test between Instagram Social Media Promotion and Purchase Decision.....	91
Table 4.22	Result of Linearity Test between Electronic Word of Mouth and Purchase Decision	92

Table 4.23 Result of Linearity Test between Menu Varieties and Purchase Decision.....	92
Table 4.24 Result of Autocorrelation Test with Durbin Watson	93
Table 4.25 Result of Autocorrelation Test with Run Test	94
Table 4.26 Result of Multiple Regression Analysis.....	94
Table 4.27 Result of Coefficient of Determination Test.....	96
Table 4.28 Result of T-Test.....	97
Table 4.29 Result of F-Test.....	99



LIST OF APPENDICES

Appendix A : Questionnaire	A-1
Appendix B : Data Tabulation (Preliminary Test).....	B-1
Appendix C : Result Of Validity And Reliability	C-1
Appendix D : Data Tabulation (Main Test)	D-1
Appendix E : Spss Data Output Result	E-1
Appendix F : Table.....	F-1
Appendix G : Interview Questions.....	G-1
Appendix H : Permission Letter From Warung Kinta	H-1
Appendix I : Documentation.....	I-1
Appendix J : Turnitin Report	J-1

