

ACKNOWLEDGEMENTS

Praise be to God Almighty for all His graces and gifts in writing the final paper called The Effects of Firm Created Social Media Communication, User Generated Social Media Communication and Brand Passion Towards Purchase Intention for the Brand Starbucks. Through this research, the final paper can be completed in the form of a thesis as a condition for obtaining a Bachelor of Economics degree at Pelita Harapan University. Many thanks to Prof. Dr. Sabrina Oktaria Sihombing, S.E., M.Bus. as a research supervisor who the researcher believes that this final paper would not be accomplished without the moral support and assistance from her.

The researcher also obtained moral and material support from various parties in order to complete the final project in the form of this thesis. Therefore, the researchers would like to show gratitude to:

1. Mrs. Gracia Shinta S. Ugut, M.B.A., Ph.D. as the Dean of Economics at Pelita Harapan University.
2. Mrs. Vina Christina Nugroho, S.E., M.M. as the head of the Management study program at Pelita Harapan University.
3. Prof. Dr. Sabrina Oktaria Sihombing, S.E., M.Bus., As my thesis supervisor at Pelita Harapan University.
4. Mrs. Liza Handoko, S.E., M.M as my *pembimbing akademik* at Pelita Harapan University
4. All lecturers, administrative staff, and teaching staff at Pelita Harapan University who contributed in providing knowledge, insights, experiences and

suggestions that were really useful for researchers while completing their studies at Pelita Harapan University.

5. Parents and all family members who do not stop supporting, praying for, and motivating researchers while completing study programs and theses at Pelita Harapan University.

6. All friends who are always loyal to accompany and fill the researcher's days during the lecture and complete this thesis.

7. Research respondents and all parties who contributed and have helped researchers during the lecture period and the completion of this thesis which cannot be mentioned one by one.

The researcher also realizes that there are still many shortcomings in this thesis and will be open in accepting all forms of criticism, suggestions and input that are objective and constructive so that they can be useful in providing broader insights for researchers. For this, the researcher would like to thank you very much for your attention.

Tangerang, 19 November 2021



Alvin Harwin Widjaja

TABLE OF CONTENTS

ABSTRACT	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENT	viii
LIST OF TABLE	x
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii

Contents

TABLE OF CONTENTS	viii
CHAPTER I	1
INTRODUCTION	1
1.1. Research Background.....	1
1.2. Research Question.....	8
1.3. Research Objective.....	8
1.4. Research Contribution.....	9
1.5. Research Outline	13
CHAPTER II.....	15
LITERATURE REVIEW.....	15
2.1. Marketing	16
2.2. Theory of Planned Behavior	19
2.3. Purchase Intention.....	22
2.4. Brand Passion.....	24
2.5. Firm Created Social Media Communication.....	26
2.6. User Generated Social Media Communication.....	28
2.7. Inter-Variable Relationship	30
CHAPTER III	38
RESEARCH METHODS “.....	38
3.1. “Research Paradigm	39
3.2. “Quantitative Research“.....	41

3.3. "Types of Research"	44
3.4. Unit of Analysis"	45
3.5. Conceptual Definition and Operational Definition.....	46
3.7. Method of collecting data ".....	51
3.8. "Data Collection Ethics"	52
3.9. "Questionnaire ".....	53
3.10. "Sample Design ".....	55
3.11. "Data analysis technique"	56
3.12. Preliminary Research	60
3.13. "Multicollinearity Test "	61
3.14. Partial Least Squares Structural Equation Modeling (PLS-SEM)	61
3.15 Model Fit Index.....	64
CHAPTER IV	66
RESEARCH FINDINGS AND DISCUSSION	66
4.1 Preliminary Test Results	66
4.2 Respondent Profile for Actual Test.....	73
4.3 Actual Test Results	75
4.4 Hypothesis Testing.....	82
4.5 Discussion	90
4.6 Result Comparison.....	93
CONCLUSION AND RECOMMENDATION	97
5.1 Research Conclusion.....	97
5.2 Research Limitations and Recommendation.....	98
5.3 Theoretical Implication	100
5.4 Managerial Implication	101

LIST OF TABLE

Table 1.1. Starbucks Sales Data in Indonesia in 2018 – 2020	4
Table 1.2. Research Gap	7
Table 2.1. Review Framework	18
Table 3.1. Research paradigm.....	40
Table 3.2. Comparison of Quantitative and Qualitative Research.....	42
Table 3.3. Types of research	44
Table 3.4. Unit of Analysis	45
Table 3.5. Conceptual Definition and Operational Definition.....	47
Table 3.6. Scale Measurement Type	50
Table 3.7. Advantages of Open and Closed Questions.....	51
Table 3.8. PLS-SEM Table	62
Table 3.9 The Goodness of Fit Test.....	65
Table 4.1: Descriptive Statistic for Preliminary Test.....	68
Table 4.2: Reliability Test for Preliminary Test	69
Table 4.3: The result of convergent validity for preliminary test (Factor loading)	70
Table 4.4: The result of convergent validity for preliminary test (AVE)	71
Table 4.5: The result of discriminant validity for preliminary test (Fornell Larcker Criterion).....	72
Table 4.6: The result of discriminant validity for preliminary test (HTMT) ...	73
Table 4.7 Respondents' Profile	75
Table 4.8: Descriptive Statistic Result from 170 samples	77
Table 4.9: Reliability test of 170 samples.....	78
Table 4.10: Validity test of 170 samples.....	79
Table 4.11: Fornell Larcker test from 170 samples	80

Table 4.12: HTMT test from 170 samples	81
Table 4.13: The result of Model fit measurement.....	82
Table 4.14: Measurement Model (Outer Model)	82
Table 4.15: Structural Model (Inner Model).....	86
Table 4.16: Mediating Test	88
Table 4.17: R Square Result from 170 samples.....	90
Table 4.18: Comparison between current and previous research	95
Table 5.1 Theoretical Implications	101
Table 5.2 Managerial Implications	105

LIST OF FIGURE

Figure 1.1: Chapter I Flow Chart	1
Figure 2.1: Chapter II Flow.....	15
Figure 2.2: Purchase Intention Process	19
Figure 2.3: The Proposed Research Model	37
Figure 3.1: Chapter III Flow Chart	38
Figure 4.1: Chapter IV Flow Chart	66
Figure 4.2: Path Model from bootstrap method	86
Figure 5.1: Chapter V Flow Chart.....	97

LIST OF APPENDICES

Appendix A: Research Questionnaire	116
Appendix B: Preliminary Test	120
Appendix C: Actual Test.....	122
Appendix D: Turnitin Originality Report	132

