

## DAFTAR ISI

<b>HALAMAN JUDUL.....</b>	<b>i</b>
<b>PERNYATAAN KEASLIAN TUGAS AKHIR.....</b>	<b>ii</b>
<b>PERSETUJUAN DOSEN PEMBIMBING.....</b>	<b>iii</b>
<b>PERSETUJUAN TIM PENGUJI TUGAS.....</b>	<b>iv</b>
<b>ABSTRAK.....</b>	<b>v</b>
<b>KATA PENGANTAR.....</b>	<b>vi</b>
<b>DAFTAR ISI.....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>xiv</b>
<b>DAFTAR TABEL.....</b>	<b>xv</b>
<b>BAB I PENDAHULUAN .....</b>	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Rumusan Masalah .....	9
1.3 Tujuan Penelitian .....	11
1.4 Manfaat Penelitian .....	13
1.4.1 Manfaat Teoritis .....	14
1.4.2 Manfaat Praktis .....	15
1.5 Ruang Lingkup Penelitian .....	15
1.6 Sistematika Penelitian .....	16
<b>BAB II TINJAUAN LITERATUR.....</b>	<b>17</b>
2.1 <i>Brand Passion</i> .....	17
2.2 <i>Attitudinal Brand Loyalty</i> .....	18
2.3 <i>Brand Advocacy</i> .....	19

2.4 <i>Social Media Following</i> .....	19
2.5 <i>Sense of Community</i> .....	20
2.6 <i>Willingness to Pay Premium Price</i> .....	21
2.7 <i>Alternative Devaluation</i> .....	21
2.8 Pengaruh <i>brand passion</i> terhadap <i>attitudinal brand loyalty</i> .....	22
2.9 Pengaruh <i>brand passion</i> terhadap <i>brand advocacy</i> .....	23
2.10 Pengaruh <i>brand passion</i> terhadap <i>social media following</i> .....	24
2.11 Pengaruh <i>brand passion</i> terhadap <i>sense of community</i> pelanggan.....	25
2.12 Pengaruh <i>brand passion</i> terhadap <i>willingness to pay premium</i> .....	26
2.13 Pengaruh <i>brand passion</i> terhadap <i>alternative devaluation</i> .....	26
2.14 Pengaruh <i>attitudinal brand loyalty</i> terhadap <i>brand advocacy</i> .....	28
2.15 Pengaruh <i>attitudinal brand loyalty</i> terhadap <i>social media following</i> .....	28
2.16 Pengaruh <i>attitudinal brand loyalty</i> terhadap <i>sense of community</i> ... ..	30
2.17 Pengaruh <i>attitudinal brand loyalty</i> terhadap <i>willingness to pay premium</i> .....	30
2.18 Pengaruh <i>attitudinal brand loyalty</i> terhadap <i>alternative devaluation</i> .....	31
2.19 Model Penelitian.....	33
<b>BAB III METODE PENELITIAN</b> .....	<b>34</b>
3.1 Paradigma Penelitian.....	34
3.2 Penelitian Kuantitatif.....	35
3.3 Jenis Penelitian.....	36
3.4 Objek Penelitian.....	38
3.5 Subjek Penelitian.....	38
3.6 Unit Analisis.....	39
3.7 Pengukuran Variabel.....	40
3.8 Definisi Konseptual dan Definisi Operasional .....	41
3.9 Skala Pengukuran .....	49
3.10 Teknik Pengumpulan Data.....	51
3.11 Etika Pengumpulan Data.....	52

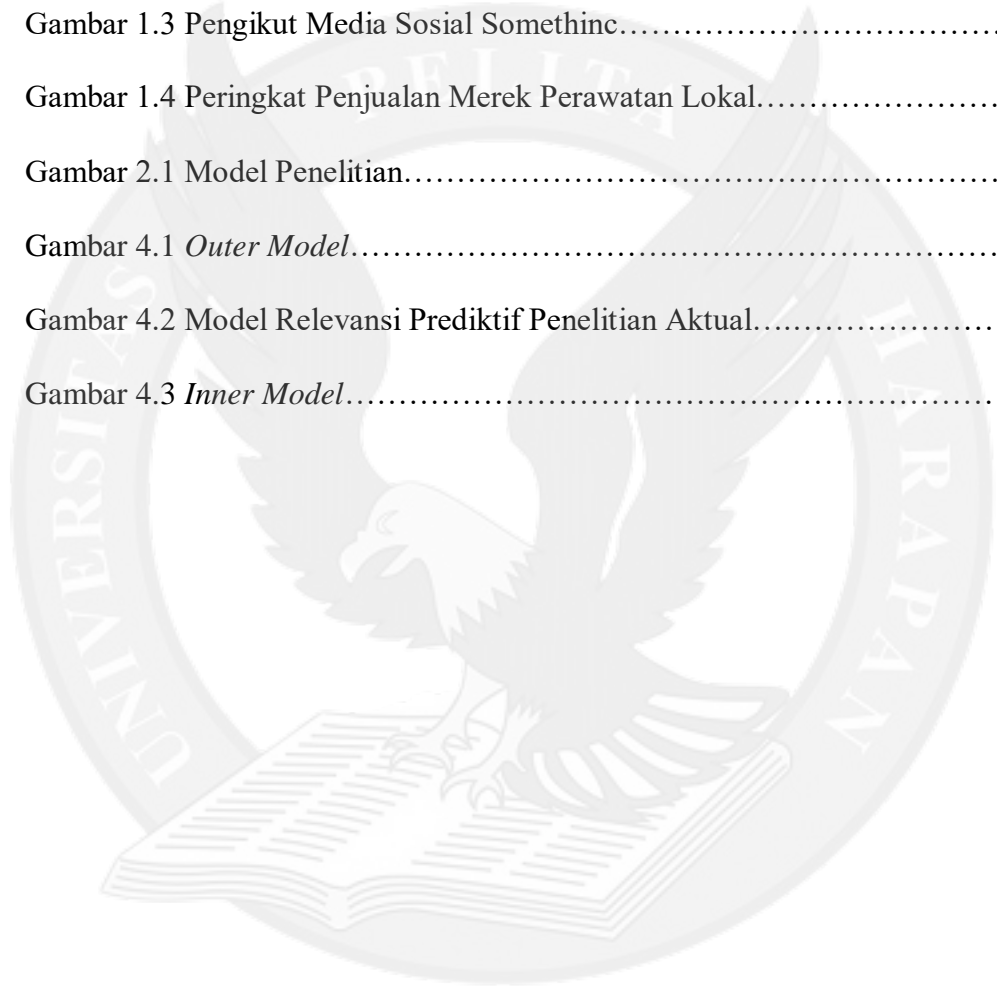
3.12 Desain Sampel .....	53
3.13 Ukuran Sampel .....	54
3.14 Metode Analisis Data .....	55
Statistik Deskriptif.....	56
Statistik Inferensial.....	56
3.15 Validitas.....	57
3.16 Kriteria untuk uji validitas.....	58
3.17 Reabilitas.....	58
3.18 Kriteria untuk uji reabilitas.....	59
3.19 <i>Partial Least Squares-Structural Equation Modeling (PLS-SEM)</i> .....	59
3.20 <i>Preliminary Test</i> .....	60
3.21 <i>Validity Pre-Test Result</i> .....	61
3.22 <i>Convergent Validity Pre-Test</i> .....	61
3.23 <i>Discriminant Validity Pre-Test</i> .....	65
3.24 <i>Reability Pre-Test</i> .....	67
<b>BAB IV ANALISIS DATA DAN DISKUSI.....</b>	<b>70</b>
Jenis Kelamin.....	71
Usia Responden .....	71
Pendapatan.....	72
Domisili/Tempat Tinggal .....	73
Pengikut Media Sosial Somethinc .....	73
Media Sosial Somethinc Yang Diikuti Oleh Responden .....	74
Statistik Deskriptif .....	75
Statistik Deskriptif <i>Brand Passion</i> .....	76
Statistik Deskriptif <i>Attitudinal Brand Loyalty</i> .....	78
Statistik Deskriptif <i>Brand Advocacy</i> .....	79
Statistik Deskriptif <i>Social Media Following</i> .....	81
Statistik Deskriptif <i>Sense of Community</i> .....	82

Statistik Deskriptif <i>Willingness to Pay Premium</i> .....	84
Statistik Deskriptif <i>Alternative Devaluation</i> .....	86
Statistik Inferensial.....	87
Validitas Konvergen.....	87
Hasil Uji Validitas Konvergen.....	88
Validitas Diskriminan .....	92
Hasil Validitas Diskriminan .....	93
Reliabilitas .....	96
Hasil Uji Reabilitas pada <i>Actual Test</i> .....	96
Hasil Validitas Diskriminan .....	<b>Error! Bookmark not defined.</b>
Outer Model.....	101
Common Method Bias- <i>Actual Test</i> .....	101
R-Square .....	104
Q-Square (Q2).....	106
Goodness of Fit .....	108
Inner Model .....	122
4.4.1 Pengaruh brand passion terhadap attitudinal brand loyalty .....	124
4.4.2 Pengaruh brand passion terhadap brand advocacy.....	126
4.4.3 Pengaruh brand passion terhadap social media following .....	127
4.4.4 Pengaruh brand passion terhadap sense of community .....	128
4.4.5 Pengaruh brand passion terhadap willingness to pay premium .....	129
4.4.6 Pengaruh brand passion terhadap alternative devaluation .....	130
4.4.7 Pengaruh attitudinal brand loyalty terhadap brand advocacy dan pengaruh brand passion terhadap brand advocacy melalui attitudinal brand loyalty.....	131
4.4.8 Pengaruh attitudinal brand loyalty terhadap social media following dan pengaruh brand passion terhadap social media following melalui attitudinal brand loyalty .....	133

4.4.9 Pengaruh attitudinal brand loyalty terhadap sense of community dan pengaruh brand passion terhadap sense of community melalui attitudinal brand loyalty .....	135
4.4.10 Pengaruh attitudinal brand loyalty terhadap willingness to pay premium dan pengaruh brand passion terhadap willingness to pay premium melalui attitudinal brand loyalty.....	136
4.4.11 Pengaruh attitudinal brand loyalty terhadap alternative devaluation dan pengaruh brand passion terhadap alternative devaluation melalui attitudinal brand loyalty .....	138
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>142</b>
5.1 Kesimpulan.....	89
5.2 Implikasi Manajerial.....	90
5.3 Keterbatasan Penelitian dan Saran Penelitian.....	91
<b>DAFTAR PUSTAKA.....</b>	<b>149</b>
<b>LAMPIRAN.....</b>	<b>159</b>

## DAFTAR GAMBAR

Gambar 1.1 Penggunaan Media Sosial di Indonesia.....	2
Gambar 1.2 Perkembangan Penjualan Industri Kecantikan.....	7
Gambar 1.3 Pengikut Media Sosial Somethinc.....	8
Gambar 1.4 Peringkat Penjualan Merek Perawatan Lokal.....	9
Gambar 2.1 Model Penelitian.....	33
Gambar 4.1 <i>Outer Model</i> .....	101
Gambar 4.2 Model Relevansi Prediktif Penelitian Aktual.....	108
Gambar 4.3 <i>Inner Model</i> .....	122



## DAFTAR TABEL

Tabel 3.1 Definisi Konseptual dan Definisi Operasional.....	41
Tabel 3.2 Model Skala Likert.....	51
Tabel 3.3 <i>Rule of Thumb for Validity Test</i> .....	58
Tabel 3.4 <i>Rule of Thumb for Reability Test</i> .....	59
Tabel 3.5 <i>Convergent Validity Pre-Test</i> .....	61
Tabel 3.6 <i>Convergent Validity Pre-Test Result</i> <i>Attitudinal Brand Loyalty Factor</i> .....	62
Tabel 3.7 <i>Convergent Validity Pre-Test Result Brand Advocacy Factors</i> .....	62
Tabel 3.8 <i>Convergent Validity Pre-Test Result</i> <i>Social Media Following Factors</i> .....	63
Tabel 3.9 <i>Convergent Validity Pre-Test Result</i> <i>Sense of Community Factors</i> .....	63
Tabel 3.10 <i>Convergent Validity Pre-Test Result</i> <i>Willingness to Pay Premium Factors</i> .....	64
Tabel 3.11 <i>Convergent Validity Pre-Test Result</i> <i>Alternatives Devaluation Factors</i> .....	64
Tabel 3.12 <i>Convergent Validity AVE Pre-Test Result</i> .....	65
Tabel 3.13 <i>Discriminant Validity Assessment using Fornell-Larcker</i> .....	66
Tabel 3.14 <i>Discriminant Validity Assessment using</i> <i>Heteroit Monotrait Ratio (HTMT)</i> .....	66

Tabel 3.15 <i>Cronbach's Alpha Reability Pre-Test Result</i> .....	67
Tabel 3.16 <i>Composite Reliability Pre-Test Result</i> .....	68
Tabel 4.1 Persentase Jenis Kelamin.....	70
Tabel 4.2 Persentase Usia Responden .....	70
Tabel 4.3 Persentase Pendapatan.....	71
Tabel 4.4 Persentase Domisili atau Tempat Tinggal.....	72
Tabel 4.5 Persentase Pengikut Media Sosial Somethinc.....	73
Tabel 4.6 Persentase Media Sosial Somethinc Yang Diikuti Oleh Responden...	73
Tabel 4.7 Nilai Batasan Rata-Rata.....	75
Tabel 4.8 Statistik Deskriptif <i>Brand Passion</i> .....	75
Tabel 4.9 Statistik Deskriptif <i>Attitudinal Brand Loyalty</i> .....	77
Tabel 4.10 Statistik Deskriptif <i>Brand Advocacy</i> .....	78
Tabel 4.11 Statistik Deskriptif <i>Social Media Following</i> .....	80
Tabel 4.12 Statistik Deskriptif <i>Sense of Community</i> .....	81
Tabel 4.13 Statistik Deskriptif <i>Willingness to Pay Premium</i> .....	83
Tabel 4.14 Statistik Deskriptif <i>Alternative Devaluation</i> .....	84
Tabel 4.15 Validitas Konvergen Aktual pada <i>Brand Passion</i> .....	87
Tabel 4.16 Validitas Konvergen Aktual pada <i>Attitudinal Brand Loyalty</i> .....	87
Tabel 4.17 Validitas Konvergen Aktual pada <i>Brand Advocacy</i> .....	88
Tabel 4.18 Validitas Konvergen Aktual pada <i>Social Media Following</i> .....	88
Tabel 4.19 Validitas Konvergen Aktual pada <i>Sense of Community</i> .....	89



Tabel 4.20 Validitas Konvergen Aktual pada <i>Willingness to Pay Premium</i> .....	89
Tabel 4.21 Validitas Konvergen Aktual pada <i>Alternative Devaluation</i> .....	90
Tabel 4.22 Validitas Konvergen Aktual (AVE).....	90
Tabel 4.23 Validitas Diskriminan Aktual <i>Cross Loading</i> .....	92
Tabel 4.24 Validitas Diskriminan Aktual <i>Fornell-Lacker Criterion</i> .....	95
Tabel 4.25 Validitas Diskriminan Aktual <i>Heteroit-Monotrait Ratio (HTMT)</i> .....	95
Tabel 4.26 Reabilitas Aktual pada <i>Brand Passion</i> .....	96
Tabel 4.27 Reabilitas Aktual pada <i>Attitudinal Brand Loyalty</i> .....	97
Tabel 4.28 Reabilitas Aktual pada <i>Brand Advocacy</i> .....	98
Tabel 4.29 Reabilitas Aktual pada <i>Social Media Following</i> .....	98
Tabel 4.30 Reabilitas Aktual pada <i>Sense of Community</i> .....	99
Tabel 4.31 Reabilitas Aktual pada <i>Willingness to Pay Premium</i> .....	100
Tabel 4.32 Reabilitas Aktual pada <i>Alternative Devaluation</i> .....	100
Tabel 4.33 <i>Outer VIF Value</i> pada Tes Aktual.....	102
Tabel 4.34 <i>Inner VIF Value</i> pada Tes Aktual.....	103
Tabel 4.35 <i>R-Square Value</i> .....	104
Tabel 4.36 <i>Q-Square Value</i> .....	107
Tabel 4.37 Hasil Uji <i>Goodness of Fit</i> .....	109
Tabel 4.38 Hasil Uji Hipotesis ( <i>Direct Effects</i> ).....	110
Tabel 4.39 Hasil Uji Hipotesis ( <i>Indirect Effects</i> ).....	111
Tabel 4.40 Perbandingan Hasil Penelitian Aktual	

dengan Hasil Penelitian Sebelumnya..... 141

