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The LORD is my shepherd, I shall not be in want. I confess that God was with me and made me come this far without lack. All glory to the Lord.

This thesis with the title of **“THE INFLUENCE OF SOCIAL MEDIA MARKETING TO BRAND AWARENESS, BRAND IMAGE, BRAND LOYALTY, AND BRAND QUALITY IN THE USAGE OF INSTAGRAM OF ADIDAS”** is written in order to fulfill one of the academic requirements to achieve a Sarjana Ekonomi degree in Management from Universitas Pelita Harapan, Karawaci.

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Author



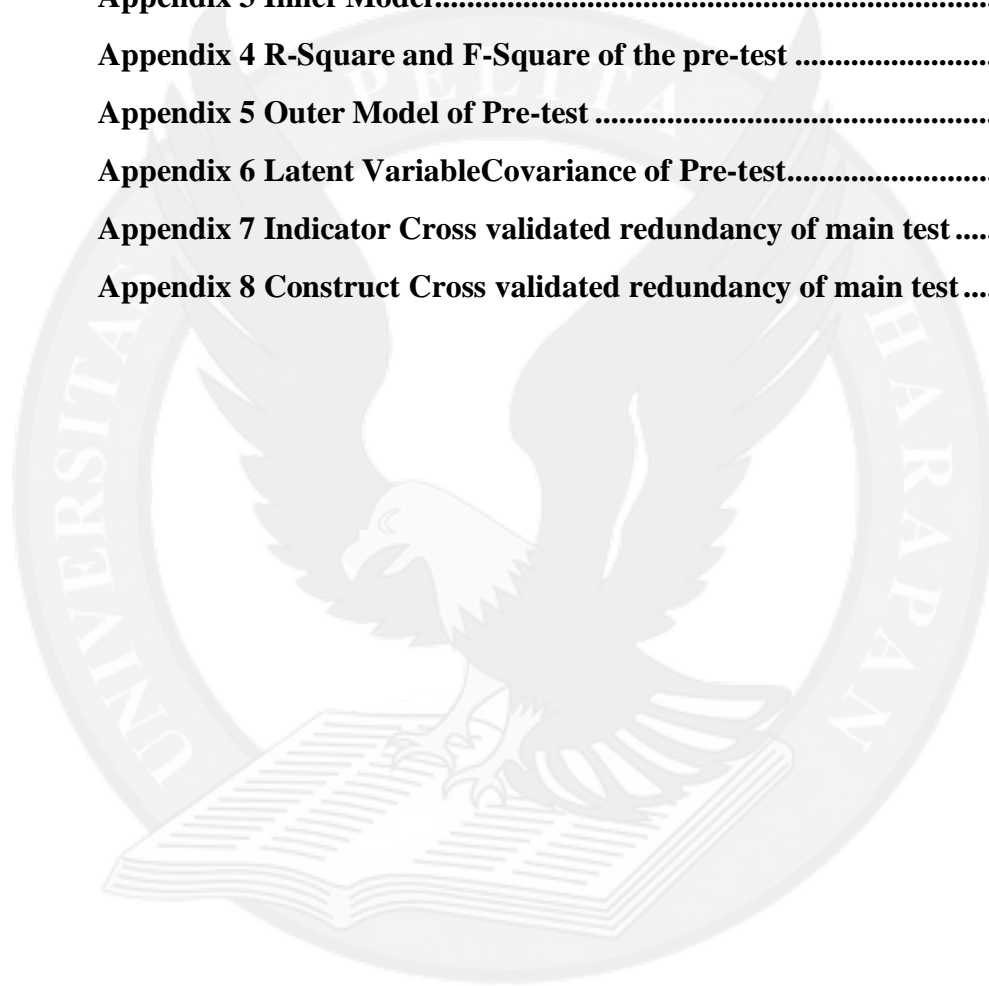
TABLE OF CONTENTS

TITLE	1
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE	iv
ABSTRACT.....	v
ACKNOWLEDGEMENTS.....	7
TABLE OF CONTENTS.....	9
LIST OF TABLES	13
LIST OF FIGURES.....	15
APPENDIX LIST	16
CHAPTER I INTRODUCTION	170
1.1 Research Background.....	170
1.2 Research Problems.....	28
1.3 Research Purpose.....	29
1.4 Research Benefits	29
1.4.1. Practical Benefits	29
1.4.2.....	30
1.4.3. Theoretical Benefits.....	30
1.5 Thesis Systematic Structure.....	30
CHAPTER II LITERATURE REVIEW	32
2.1 Theoretical Framework.....	32
2.2 Digital Marketing.....	32
2.3 Social Media Marketing	33
2.4 Brand Awareness	35
2.5 Brand Image.....	36
2.6 Brand Loyalty	37
2.7 Brand Quality.....	38

2.8	Relationship Between Variables	39
2.8.1	The connection Between Social Media Marketing on Brand Awareness	39
2.8.2.	The connection Between Social Media Marketing on Brand Image	40
2.8.3.	The connection Between Social Media Marketing on Brand Loyalty	41
2.8.4.	The connection Between Social Media Marketing on Brand Quality	41
2.9	Research Model.....	42
2.9.1.	Previous Research Model.....	43
2.9.2.	Modified Research Model	43
2.9.3.	Research Hypothesis	44
CHAPTER III RESEARCH METHODOLOGY		45
3.1	Research Methodology	45
3.2	Quantitative Data Analysis	46
3.3	Research Object	46
3.4	Population and Sampling	47
3.4.1	Population	47
3.4.2	Sampling.....	48
3.4.3	Sampling Size	49
3.5	Research Subject.....	49
3.6	Unit of Analysis	50
3.7	Data Collection Method.....	50
3.8	Measurement Scales	50
3.9	Goodness of Measurement	53
3.9.1	Reliability	53
3.9.2	Validity	53
3.10	Data Analysis Method	54
3.11	Model Evaluation.....	55
3.11.1	Measurement Model Evaluation.....	55
3.11.2	Structural Model Evaluation.....	56
3.12	Pretest	56
3.13	Validity Pre-Test Result	57

3.14 Convergent Validity Pre-Test	57
3.15 Discriminant Validity Pre-Test.....	60
3.16 Reliability Pre-Test Result	63
CHAPTER IV DATA ANALYSIS AND DISCUSSION	66
4.1 Respondent Profile.....	66
4.2 Gender	67
4.3 Age.....	67
4.4 Domicile	68
4.5 Monthly Income	68
4.6 Status.....	69
4.7 Actual Test.....	69
4.8 Descriptive Statistics	70
4.9 Inferential Statistics	72
4.10 Convergent Validity Test - Actual Test	72
4.11 Discriminant Validity Test - Actual Test.....	74
4.12 Outer Model	76
4.13 Common Method Bias Test.....	77
4.14 Goodness of Fit.....	78
4.15 R-Square (R ²)	80
4.16 Predictive Relevance.....	81
4.17 Hypothesis Testing.....	82
4.18 Inner Model	85
4.19 Discussion	86
4.20 Comparison Between Previous Research and Present Research	89
CHAPTER V CONCLUSION AND RECOMMENDATION.....	91
5.1 Research Conclusion.....	91
5.2 Managerial Implication	94
5.3 Theoretical Implication	97
5.4 Research Limitation	99

5.5 Recommendation	99
REFERENCES	101
APPENDIX.....	108
Appendix 1 Questionnaire.....	108
Appendix 2 Outer Model	115
Appendix 3 Inner Model.....	104
Appendix 4 R-Square and F-Square of the pre-test	105
Appendix 5 Outer Model of Pre-test	106
Appendix 6 Latent VariableCovariance of Pre-test.....	107
Appendix 7 Indicator Cross validated redundancy of main test	108
Appendix 8 Construct Cross validated redundancy of main test	109



LIST OF TABLES

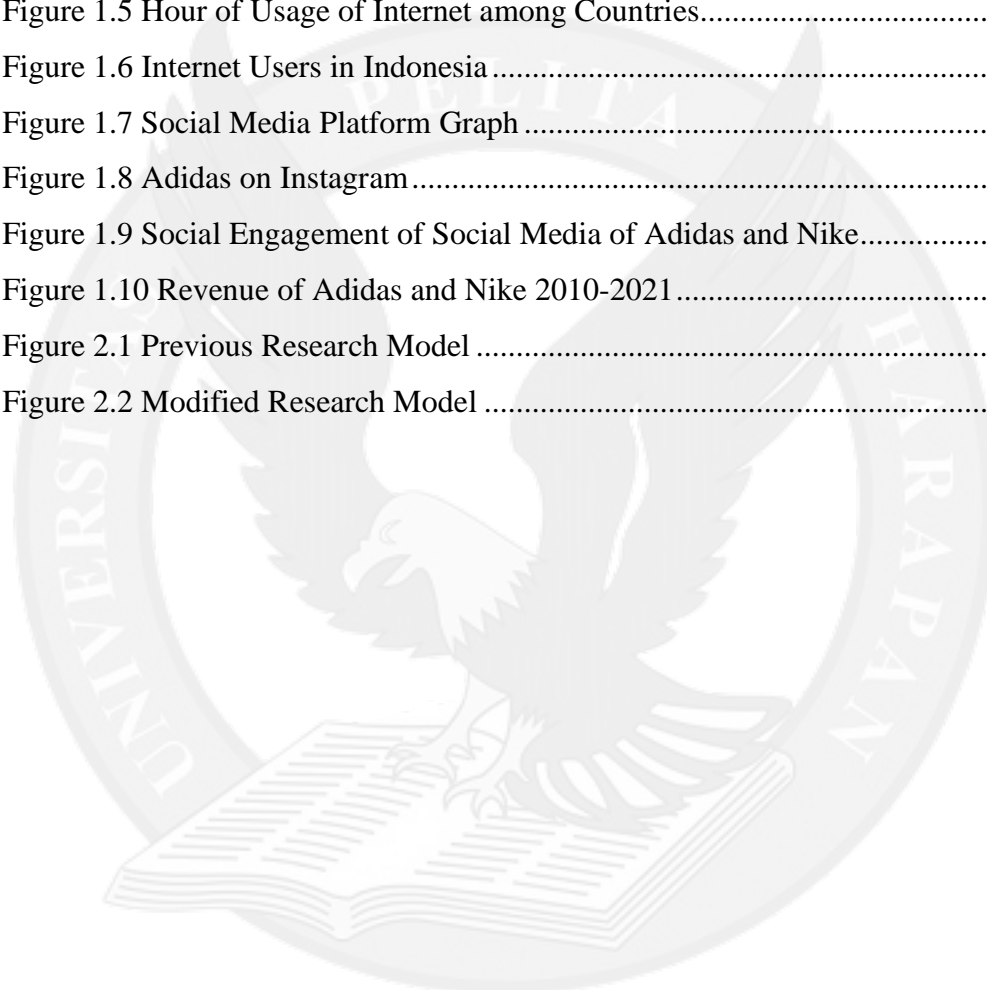
Table 3.1 Operational Definition	46
Table 3.2 Convergent Validity of Brand Awareness	53
Table 3.3 Convergent Validity of Brand Image.....	53
Table 3.4 Convergent Validity of Brand Loyalty	54
Table 3.5 Convergent Validity of Brand Quality.....	54
Table 3.6 Convergent Validity of Social Media Marketing.....	55
Table 3.7 Convergent Validity with AVE.....	55
Table 3.8 Discriminant Validity of Brand Awareness	55
Table 3.9 Discriminant Validity of Brand Image.....	56
Table 3.10 Discriminant Validity of Brand Loyalty	56
Table 3.11 Discriminant Validity of Brand Quality.....	56
Table 3.12 Discriminant Validity of Social Media Marketing Variable.....	57
Table 3.13 Cronbach's Reliability Pre-Test Result.....	57
Table 3.14 Composite Reliability Pre-Test Result.....	58
Table 4.1 Gender Percentage	60
Table 4.2 Age Percentage	60
Table 4.3 Domicile Percentage	61
Table 4.4 Monthly Income Percentage	61
Table 4.5 Status Percentage	62
Table 4.6 Descriptive Statistics.....	63
Table 4.7 Convergent Validity - Factor Loading > 0.70 for Actual Test.....	65
Table 4.8 Convergent Validity - AVE Actual Test.....	67
Table 4.9 Discriminant Validity - Cross Loading > 0.70 for Actual Test.....	67
Table 4.10 Reliability of Cronbach's Alpha and Composite Reliability for Actual Test.....	69
Table 4.11 Outer VIF Value	72
Table 4.12 Inner VIF Value	72
Table 4.13 Goodness of Fit Index Calculation	72

Table 4.14 Model Fit Summary	73
Table 4.15 R-square and R-square Adjusted.....	76
Table 4.16 Predictive Relevance.....	76
Table 4.17 Hypothesis Testing Result	77
Table 4.18 Comparison of Previous Research and Present Research	84



LIST OF FIGURES

Figure 1.1 Total Number of Internet Users All Over the World.....	16
Figure 1.2 Number of Internet users in Indonesia	17
Figure 1.3 Annual Digital Growth	18
Figure 1.4 Daily Time Spend with Media in Indonesia.....	18
Figure 1.5 Hour of Usage of Internet among Countries.....	19
Figure 1.6 Internet Users in Indonesia	20
Figure 1.7 Social Media Platform Graph	21
Figure 1.8 Adidas on Instagram.....	22
Figure 1.9 Social Engagement of Social Media of Adidas and Nike.....	24
Figure 1.10 Revenue of Adidas and Nike 2010-2021	25
Figure 2.1 Previous Research Model	38
Figure 2.2 Modified Research Model	39



APPENDIX LIST

Appendix 1 Questionnaire	16
Appendix 2 Outer Model	17
Appendix 3 Inner Model	18
Appendix 4 R-Square and F-Square of the pre-test	18
Appendix 5 Outer Model pre-test	19
Appendix 6 Latent Variable Covariance of pre-test	19
Appendix 7 Indicator Cross validated redundancy of main test	19
Appendix 8 Construct Cross validated redundancy of main test	19

