

## TABLE OF CONTENT

<b>TITLE PAGE</b>	
<b>STATEMENT OF ORIGINALITY OF THESIS</b>	
<b>AGREEMENT OF MENTORING GUIDANCE FOR THESIS</b>	
<b>THESIS EXAMINING COMMITTEE</b>	
<b>ABSTRACT</b> .....	<b>v</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>vi</b>
<b>TABLE OF CONTENT</b> .....	<b>ix</b>
<b>LIST OF FIGURE</b> .....	<b>xiii</b>
<b>LIST OF TABLE</b> .....	<b>xiv</b>
<b>CHAPTER 1 INTRODUCTION</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Research Problems .....	9
1.3 Research Objectives .....	9
1.4 Research Benefit.....	10
1.4.1 For Academics .....	10
1.4.2 For Practitioners .....	10
1.5 Chapter Outline .....	10
<b>CHAPTER 2 LITERATURE REVIEW</b> .....	<b>12</b>
2.1 Marketing .....	12
2.2 Service Marketing .....	13
2.2.1 Service Quality .....	14
2.2.2 Service Marketing Mix .....	15
2.3 Digital Marketing .....	19
2.3.1 Social Media Marketing .....	20

2.4	Purchase Intention .....	22
2.5	Trust.....	23
2.6	Perceived Usefulness.....	24
2.7	Previous Research .....	25
2.8	Hypothesis .....	28
2.8.1	Relationship between <i>social media marketing</i> and <i>trust</i> .....	28
2.8.2	Relationship between <i>trust</i> and <i>purchase intention</i> .....	29
2.8.3	Relationship between <i>trust</i> and <i>perceived usefulness</i> .....	30
2.8.4	Relationship between <i>perceived usefulness</i> and <i>purchase intention</i> .....	31
2.9	Research Model.....	32
<b>CHAPTER 3 RESEARCH METHODOLOGY .....</b>		<b>33</b>
3.1	Research Methodology.....	33
3.2	Quantitative Data Analysis.....	34
3.3	Research Object.....	35
3.4	Population and Sampling.....	37
3.4.1	Population .....	37
3.4.2	Sampling .....	37
3.4.3	Sampling Size .....	39
3.5	Research Subject .....	39
3.6	Unit of Analysis.....	40
3.7	Data Collection Method .....	40
3.8	Measurement scales.....	41
3.9	Conceptual and Operational Definition.....	42
3.10	Goodness of Measurement .....	44
3.10.1	Validity.....	44
3.10.2	Reliability.....	46

3.11	Data Analysis Method .....	47
3.12	Model Evaluation .....	49
3.12.1	Measurement Model Evaluation (Outer Model) .....	49
3.12.2	Structural Model Evaluation (Inner Model).....	51
3.13	Pretest .....	51
3.14	Pretest Result .....	52
3.14.1	Pretest Validity Result .....	53
3.14.2	Pretest Reliability Result.....	56
<b>CHAPTER 4</b>	<b>RESULT AND DISCUSSIONS.....</b>	<b>58</b>
4.1	Respondents' Profile .....	58
4.2	Descriptive Statistics .....	60
4.2.1	Descriptive Statistic of Social Media Marketing .....	61
4.2.2	Descriptive Statistic of Trust.....	63
4.2.3	Descriptive Statistic of Perceived Usefulness.....	65
4.2.4	Descriptive Statistic of Purchase Intention .....	67
4.3	Measurement Model Evaluation.....	68
4.3.1	Validity Test Result .....	68
4.3.2	Reliability Test Result.....	73
4.4	Structural Model Evaluation .....	74
4.4.1	R-Square Test Result .....	74
4.4.2	Hypothesis Test Result.....	76
4.5	Discussion .....	77
<b>CHAPTER 5</b>	<b>CONCLUSION AND RECOMMENDATIONS.....</b>	<b>82</b>
5.1	Research Conclusions.....	82
5.2	Managerial Implications.....	83
5.3	Theoretical Implications .....	85

5.4 Research Limitation .....86

5.5 Directions for Future Research` .....87

**REFERENCES**

**APPENDIX**



## LIST OF FIGURE

Figure 1.1 Millennial consumption expenditures in 2015 and 2016.....	2
Figure 2.1 Research Model .....	32
Figure 4.1 Outer Model Diagram Path.....	75



## LIST OF TABLE

Table 1.1	Average monthly spending of three products in Indonesia.....	4
Table 2.1	Previous research .....	26
Table 3.1	Operational definition .....	42
Table 3.2	Pretest Result – Outer Loading Value.....	53
Table 3.3	Pretest Result – Average Variance Extract Value .....	55
Table 3.4	Pretest Result – Reliability Value .....	56
Table 4.1	Questionnaire Distribution and Acceptance Process .....	58
Table 4.2	Respondents’ Profile .....	59
Table 4.3	Descriptive Statistic of Social Media Marketing .....	61
Table 4.4	Descriptive Statistic of Trust.....	63
Table 4.5	Descriptive Statistic of Perceived Usefulness.....	65
Table 4.6	Descriptive Statistic of Purchase Intention .....	67
Table 4.7	Outer Loading Value.....	69
Table 4.8	Average Variance Extracted Value.....	71
Table 4.9	Discriminant Validity.....	72
Table 4.10	Reliability Value .....	73
Table 4.11	R-Square Value .....	74
Table 4.12	Hypothesis Test Result .....	76