

TABLE OF CONTENTS

DECLARATION OF AUTHENTICITY OF THE FINAL PROJECT	i
APPROVAL OF THE FINAL PROJECT BY SUPERVISOR	ii
APPROVAL OF THE FINAL ASSIGNMENT EXAMINATION TEAM	iii
FINAL PROJECT PUBLICATION APPROVAL.....	iv
ABSTRACT	vii
ABSTRAK.....	vi
ACKNOWLEDGEMENT	viii
LIST OF FIGURES	xiv
LIST OF TABLE	xv
LIST OF APPENDIX	xv
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background.....	1
1.2 Research Questions.....	17
1.3 Objective of the Study	18
1.4 Benefit	20
1.5 Structure Writing	21
CHAPTER 2	23
LITERATURE REVIEW	23
2.1 Theoretical Background	23
2.1.1 Product Quality	27
2.1.2 Service Encounter.....	29
2.1.3 Servicescape	33
2.1.4 Outcome Quality.....	36
2.1.5 Electronic Word of Mouth.....	37
2.1.6 Cognitive Experience	39
2.1.7 Affective Experience	40
2.1.8 Revisit Intention	42
2.1.9 Social Media Engagement	43

2.2 Hypothesis Development.....	44
2.2.1 Relationship Between Product Quality and Cognitive Experience	44
2.2.2 Relationship between Service Encounter with Cognitive Experience	45
2.2.3 Relationship between Servicescape with Cognitive Experience	46
2.2.4 Relationship between Outcome Quality with Cognitive Experience	47
2.2.5 Relationship between eWOM with Cognitive Experience	47
2.2.6 Relationship between Product Quality with Affective Experience	48
2.2.7 Relationship between Service Encounter with Affective Experience	49
2.2.8 Relationship between Servicescape with Affective Experience.....	50
2.2.9 Relationship between Outcome Quality with Affective Experience	51
2.2.10 Relationship between eWOM with Affective Experience	52
2.2.11 Relationship between Cognitive Experience with Revisit Intention	53
2.2.12 Relationship between Affective Experience with Revisit Intention.....	54
2.2.13 Relationship between Moderation Effects of Social Media Engagement towards Relationship between Cognitive Experience with Revisit Intention	55
2.2.14 Relationship between Moderation Effects of Social Media Engagement towards Relationship between Affective Experience with Revisit Intention	55
2.3 Conceptual Framework.....	56
CHAPTER 3	58
METHODS	58
3.1 Research Object	58
3.2 Type of Research	58
3.3 Analysis Unit	59
3.4 Operational Variables	59
3.5 Sample and Population	67
3.5.1 Determination of Sample Amount.....	67
3.5.2 Sampling Method	68
3.6 Method of Data Collection	68
3.7 Methods of Data Analysis	69
3.7.1 Model Analysis on PLS-SEM	70
3.7.1.1 Measurement Model or Outer Model	71

3.7.1.2 Structural Model or Inner Model	72
3.7.2 Hypothesis Test	74
CHAPTER IV	75
RESULTS AND DISCUSSION	75
4.1 Demographic Profile of Respondents	75
4.2 Description Analysis.....	80
4.2.1 Descriptive Statistical Analysis of Product Quality (PQ)	82
4.2.2 Descriptive Statistical Analysis of Service Encounter (SE)	84
4.2.3 Descriptive Statistical Analysis of Servicescape (SS).....	87
4.2.4 Descriptive Statistical Analysis of Outcome Quality (OQ).....	89
4.2.5 Descriptive Statistical Analysis of Electronic Word of Mouth (EWOM)	91
4.2.6 Descriptive Statistical Analysis of Cognitive Experience (CE)	94
4.2.7 Descriptive Statistical Analysis of Affective Experience (AE).....	96
4.2.8 Descriptive Statistical Analysis of Social Media Engagement (SME).....	98
4.2.9 Descriptive Statistical Analysis of Revisit Intention (RI)	100
4.3 Inferential Analysis.....	102
4.3.1 Outer Model.....	102
4.3.1.1 Indicator Reliability	104
4.3.1.2 Construct Reliability	107
4.3.1.3 Convergent Validity	109
4.3.1.4 Discriminant Validity	110
4.3.2 Inner Model	112
4.3.2.1 Multicollinearity	115
4.3.2.2 Coefficient of Determination (R^2)	116
4.3.2.3 Determination of Q^2	118
4.3.2.4 Effect Size Value (f^2)	121
4.3.2.5 Hypothesis Test Result	123
4.3.2.6 Specific Indirect Effect Test Results	148
4.4 Discussion.....	159
CHAPTER V	167
CONCLUSION	167

5.1 Conclusion	167
5.2 Managerial Implication.....	168
5.3 Limitations of Research and Suggestions for Further Research.....	169



LIST OF FIGURES

Figure 1.1 Analysis Consensus of Projected Growth of Injectables Market Over the Next Five Years.....	18
Figure 2.2 Number of new patients visit in Youthology aesthetic clinic within the last 6 months.....	19
Figure 2.3 Revenue of Youthology aesthetic clinic within the last 6 months.....	20
Figure 2.4 number of new Youthology aesthetic clinic's Instagram followers within the last 6 months.....	20
Figure 2.1 Conceptual Framework	70
Figure 4.1 Outer Model.....	114
Figure 4.2 Inner Model.....	123
Figure 4.3 Simple Slope Analysis of CE on RI.....	156
Figure 4.4 Simple Slope Analysis of AE on RI.....	156
Figure 4.5 Simple Slope Analysis of AE on RI.....	160
Figure 4.6 Cognitive Construct Indicator.....	162
Figure 4.7 IPMA Result of Affective Experience Construct.....	163
Figure 4.8 Affective Construct Indicator.....	165
Figure 4.9 Empirical Model (Hypothesis) R2 and Q2 Predict.....	166

LIST OF TABLE

Table 4.1 Demographic Profile of Respondent.....	77
Table 4.2 The Employment Profile of the Respondent.....	78
Table 4.3 Behaviour Profile of Respondents.....	80
Table 4.4 Category Based on Average Score.....	83
Table 4.5 Descriptive variable of Product Quality.....	84
Table 4.6 Service Encounter Variable.....	86
Table 4.7 Servicescape Variable.....	89
Table 4.8 Outcome Quality Variable.....	91
Table 4.9 Electronic Word of Mouth Variable.....	93
Table 4.10 Cognitive Experience Variables.....	96
Table 4.11 Affective experience.....	98
Table 4.12 Social Media Engagement Variable.....	100
Table 4.13 Revisit Intention Variable.....	102
Table 4.14 Indicator reliability.....	106
Table 4.15 Construct Reliability.....	109
Table 4.16 Convergent Validity.....	110
Table 4.17 Discriminant Validity.....	112
Table 4.18 Multicollinearity.....	117
Table 4.19 Coefficient of determination.....	118
Table 4.20 Predictive relevance.....	120
Table 4.21 Q2 Predict Indicator Value.....	121
Table 4.22 Effect size value.....	123
Table 4.23 Hypothesis Test Result.....	125
Table 4.24 Specific Indirect Effect Test Results.....	151
Table 4.25 Importance performance construct of cognitive experience.....	153
Table 4.26 Cognitive Importance performance indicator.....	155
Table 4.27 Importance performance construct of affective experience.....	156
Table 4.28 Affective Importance performance indicator.....	158

LIST OF APPENDIX

Appendix 1 Questionnaire	182
Appendix 2 Outer model	188
Appendix 3 Inner model	189
Appendix 4 PLS Algorithm Setting.....	190
Appendix 5 Outer loading	191
Appendix 6 Construct and discriminant validity	192
Appendix 7 Bootstrapping Setting	193
Appendix 8 Path Coefficient	194
Appendix 9 Mediation test result with direct effects.....	196