

DAFTAR ISI

JUDUL	1
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	3
UNIVERSITAS PELITA HARAPAN	4
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	4
ABSTRAK	5
ABSTRACT.....	6
KATA PENGANTAR	7
DAFTAR ISI.....	x
BAB 1	13
1.1 Latar Belakang Masalah	1
1.2 Rumusan Masalah	8
1.3 Pertanyaan Penelitian	9
1.4 Tujuan Penelitian.....	9
1.5 Manfaat Penelitian.....	9
1.6 Sistematika Penelitian	10
BAB II.....	12
2.1 Social Media Marketing Activities.....	13
2.2 Brand Equity.....	15
2.3 E-WOM	17
2.4 Repurchase Intention	18
2.5 Hubungan Antara Social Media Marketing Activites terhadap Brand Equity	19
2.6 Hubungan Antara <i>brand equity</i> terhadap <i>e-wom</i>	20
2.7 Hubungan Antara <i>E-wom</i> terhadap <i>Repurchase Intention</i>	20
2.8 Hubungan Antara Social Media Marketing Activities terhadap repurchase intention.....	21
2.9 Model Penelitian.....	22
BAB III	23
3.1 Paradigma Penelitian	23
3.2 Objek Penelitian	24

3.3 Subjek Penelitian	24
3.4 Unit Analisis	24
3.5 Jenis penelitian	25
3.6 Desain Penelitian	25
3.7 Skala Pengukuran Variabel	26
3.8 Definisi Operasional dan Konseptual	27
3.9 Populasi, Sampel dan Metode Pengambilan Sampel	31
3.9.1 Populasi dan Sampel	31
3.9.2 Metode Pengambilan Sampel	32
3.10 Metode Pengumpulan data	33
3.11 Teknik Pengumpulan Data	33
3.12 Metode Analisis Data	34
3.12.1 Patial Least Square – Structural Equation Model (PLS-SEM).....	34
3.13 Uji Pendahuluan (<i>Pre-test</i>)	38
3.13.1 Outer model	38
3.14 Hasil Pengujian <i>Pre-test</i>	46
BAB IV	48
4.1 Profil Responden	48
4.2 Profil Perilaku Responden	49
4.3 Hasil Studi Aktual	55
4.3.1 Statistik Deskriptif	55
4.3.2 Statistik Inferensial	63
4.3.3 Uji Model Pengukuran (<i>Outer Model</i>).....	63
4.3.4 Uji Multikolinieritas.....	75
4.3.5 Uji Model Struktural (<i>Inner Model</i>)	76
4.4 Hipotesa dan Diskusi	80
4.5 Perbandingan penelitian saat ini dengan penelitian terdahulu	83
BAB V	85
5.1 kesimpulan.....	85
5.2 Implikasi Teoritis	86
5.3 Implikasi Manajerial.....	86
5.4 keterbatasan Penelitian	89

5.5 Saran Penelitian.....	90
Daftar Pustaka.....	91
Lampiran.....	103



DAFTAR GAMBAR

Gambar 2.1 Konseptual Model Penelitian.....	21
Gambar 3.1 <i>Outer model</i>	38
Gambar 4.1 Profil Perilaku Responden.....	49
Gambar 4.2 Profil Perilaku Responden.....	50
Gambar 4.3 Profil Perilaku Responden.....	51
Gambar 4.4 Profil Perilaku Responden.....	52
Gambar 4.5 Model Pengukuran Aktual Tes.....	63
Gambar 4.6 Model Pengukuran Aktual Tes Sesudah Proses Eliminasi indikator dan dimensi.....	66
Gambar 4.7 Model Pengukuran Aktual Tes Sesudah Drop.....	76

DAFTAR GRAFIK

Grafik 1.1 Produksi Teh di Indonesia.....	5
Grafik 4.1 Profil Perilaku Responden.....	53
Grafik 4.2 Profil Perilaku Responden.....	54



DAFTAR TABEL

Tabel 1.1 Segmentasi, Targeting, dan Positioning Industri Minuman Teh.....	6
Tabel 1.2 Persaingan Followers dan Engagement Rate.....	7
Tabel 3.1 Definisi Konseptual dan Operasional.....	26
Tabel 3.2 Uji Validitas Konvergen Social Media Marketing Activites (Higher order construct).....	39
Tabel 3.3 Uji Validitas konvergen Social Media Marketing Activities (Lower Order Construct).....	39
Tabel 3.4 Uji Validitas konvergen Brand Equity (Higher Order Construct).....	40
Tabel 3.5 Uji Validitas konvergen Brand Equity (Lower Order Construct).....	40
Tabel 3.6 Uji Validitas konvergen E-wom (Higher Order Construct).....	41
Tabel 3.7 Uji Validitas konvergen E-wom (Lower Order Construct).....	41
Tabel 3.8 Uji Validitas konvergen Repurchase Intention.....	42
Tabel 3.9 Uji Validitas Diskriminan Hetrotrait-Monotrait (HTMT).....	42
Tabel 3.10 Uji Reabilitas Social Media Marketing Activites (Higher order construct).....	43
Tabel 3.11 Uji Reliabilitas Social Media Marketing Activities (Lower Order Construct).....	44
Tabel 3.12 Uji Reliabilitas Brand Equity (Higher Order Construct).....	44
Tabel 3.13 Uji Reliabilitas Brand Equity (Lower Order Construct).....	44
Tabel 3.14 Uji Reliabilitas E-wom (Higher Order Construct).....	45
Tabel 3.15 Uji Reliabilitas E-wom (Lower Order Construct).....	45
Tabel 3.16 Uji Reliabilitas Repurchase Intention (Higher Order Construct).....	45
Tabel 4.1 Profil Responden.....	47
Tabel 4.2 Kategori Jawaban Responden.....	55
Tabel 4.3 Statistik Deskriptif Social Media Marketing Activities.....	55
Tabel 4.4 Statistik Deskriptif Brand Equity.....	57
Tabel 4.5 Statistik Deskriptif E-WOM.....	59
Tabel 4.6 Statistik Deskriptif repurchase intention.....	61
Tabel 4.7 Pengujian Outer Loadings (Lower Order Construct).....	63

Tabel 4.8 Pengujian Outer Loadings (Higher Order Construct).....	64
Tabel 4.9 Pengujian Outer Loadings (Higher Order Construct).....	65
Tabel 4.10 Pengujian Outer Loadings (Lower Order Construct) setelah proses eliminasi dimensi dan outer loading.....	66
Tabel 4.11 Pengujian Outer Loadings (Higher Order Construct).....	67
Tabel 4.12 Pengujian Outer Loadings (Higher Order Construct).....	67
Tabel 4.13 Uji Reliabilitas social media marketing activities (Higher Order Construct).....	68
Tabel 4.14 Uji Reliabilitas Social Media Marketing Activities (Lower Order Construct).....	68
Tabel 4.15 Uji Reliabilitas Brand Equity (Higher Order Construct).....	69
Tabel 4.16 Uji Reliabilitas Brand Equity (Lower Order Construct).....	69
Tabel 4.17 Uji Reliabilitas E-Wom (Higher Order Construct).....	69
Tabel 4.18 Uji Reliabilitas E-wom (Lower Order Construct).....	70
Tabel 4.19 Uji Reliabilitas Repurchase Intention.....	70
Tabel 4.20 Uji Validitas Konvergen Social Media Marketing Activities (Higher Order Construct).....	71
Tabel 4.21 Uji Validitas konvergen Social Media Marketing Activities (Lower Order Construct).....	71
Tabel 4.22 Uji Validitas konvergen Brand Equity (Higher Order Construct).....	72
Tabel 4.23 Uji Validitas konvergen Brand Equity (Lower Order Construct).....	72
Tabel 4.24 Uji Validitas konvergen E-wom (Higher Order Construct).....	72
Tabel 4.25 Uji Validitas konvergen E-wom (Lower Order Construct).....	73
Tabel 4.26 Uji Validitas konvergen Repurchase Intention.....	73

Tabel 4.27 Uji Validitas Diskriminan Hetrotrait-Monotrait (HTMT).....	73
Tabel 4.28 Uji Multikolinieritas.....	74
Tabel 4.29 R Square.....	76
Tabel 4.30 Q Square.....	77
Tabel 4.31 Uji Hipotesis Direct Effect.....	78
Tabel 4.32 Perbandingan dari Penelitian Sebelumnya dan Penelitian Terkini....	82

