

TABLE OF CONTENT

COVER
STATEMENT OF ORIGINALITY OF THESIS
THESIS APPROVAL
THESIS DEFENSE COMMITTEE
ABSTRACT	v
ACKNOWLEDGMENTS	vi
TABLE OF CONTENT	viii
LIST OF PICTURES	xiii
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION.....	1
1.1. Research Background.....	1
1.2. Research Questions	22
1.3. Research Objectives	23
1.4. Research Contribution.....	24
1.4.1 Theoretical Contribution.....	24
1.4.2 Practical Contribution.....	27
1.5. Research Scope.....	29
1.6. Research Outline	30
CHAPTER II LITERATURE REVIEW.....	32
2.1 Social Media Marketing	33
2.2 Consumer Behavior.....	36

2.3	Theory of Planned Behavior.....	40
2.4	Future Purchase Intention.....	45
2.5	Involvement on Brand’s Social Media.....	47
2.6	Attitude toward Brand’s Social Media.....	51
2.7	Brand Familiarity.....	54
2.8	Information Quality.....	57
2.9	Inter-variable Relationships.....	62
2.9.1	Involvement on Brand’s Social Media towards Attitude toward Brand’s Social Media.....	62
2.9.2	Involvement on Brand’s Social Media towards Future Purchase Intention.....	64
2.9.4	Brand Familiarity towards Involvement on Brand’s Social Media.....	67
2.9.5	Information Quality towards Involvement on Brand’s Social Media.....	69
2.10	The Mediating Effect.....	72
2.10.1	The Mediating Effect of Involvement on Brand’s Social Media on Brand Familiarity and Attitude toward Brand’s Social Media.....	72
2.10.3	The Mediating Effect of Involvement on Brand’s Social Media on Information Quality and Attitude toward Brand’s Social Media.....	75
2.10.4	The Mediating Effect of Involvement on Brand’s Social Media on Information Quality and Future Purchase Intention	76
2.11	Research Model and Hypothesis.....	79
CHAPTER III RESEARCH METHOD		81
3.1	Research Paradigm.....	82

3.2	Quantitative Research.....	84
3.3	Type of Research.....	86
3.4	Unit of Analysis.....	87
3.5	Variable Measurement.....	88
3.6	Conceptual and Operational Definition.....	89
3.7	Scale of Measurement	92
3.8	Data Collection Method	93
3.9	Ethics in Data Collection.....	96
3.10	Back to Back Translation	99
3.11.	Back to Back Translation with Modification	100
3.12	Sampling Design	100
3.12.1	Sample Size	102
3.13	Data Analysis Method.....	106
3.13.1	Getting the Data Ready for Analysis	107
3.13.1.1	Data Preparation and Organization	107
3.13.1.2	Preliminary Immersion	108
3.13.1.3	Data Coding	109
3.13.1.4	Categorization and Themes.....	110
3.13.1.5	Interpretation.....	110
3.13.2	Data Editing	110
3.13.3	Data Transformation	111
3.13.4	Feel for The Data	111
3.13.5	Descriptive Statistics	113
3.13.6	Inferential Statistic.....	114
3.13.7	Testing the Goodness of Measure.....	114
3.13.8	Reliability	115
3.13.9	Validity	117
3.14.	Preliminary Research.....	121

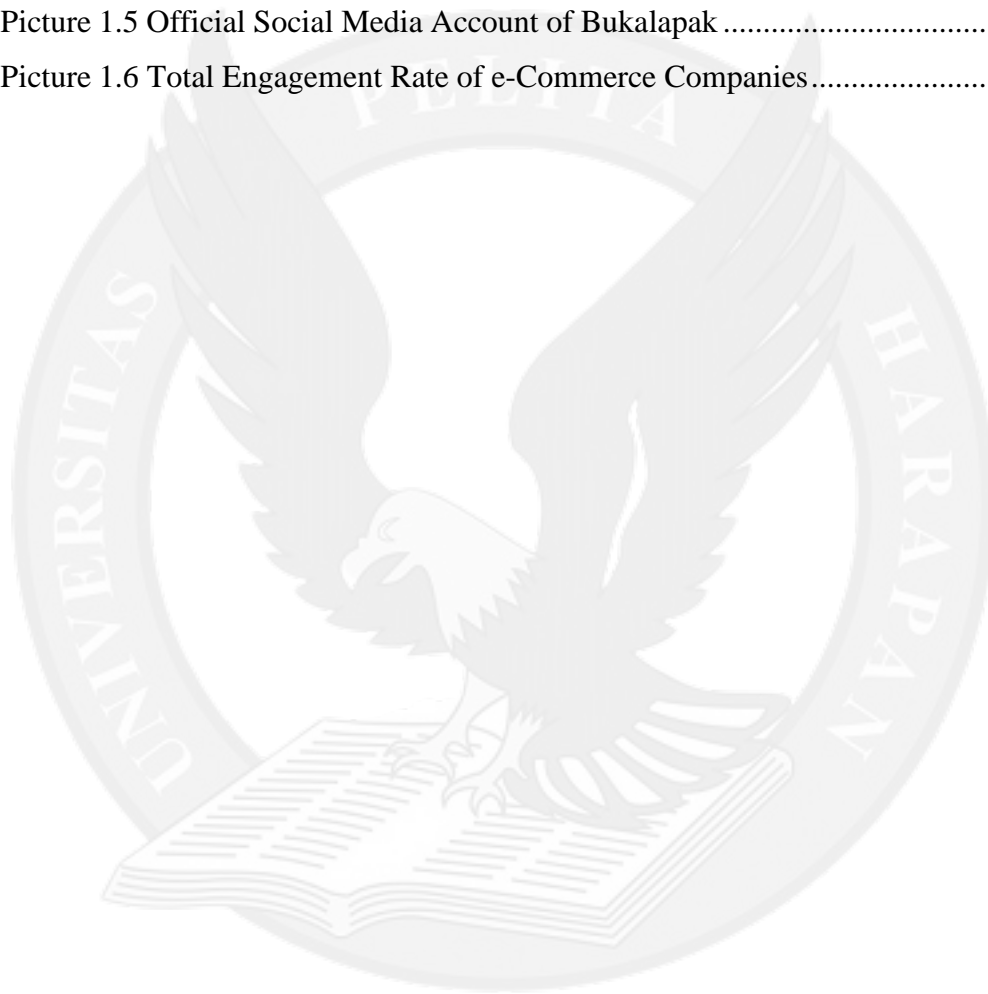
3.15. Structural Equation Model (SEM).....	122
3.15.1 Measurement Model in SEM-PLS.....	123
3.15.2 Structural Model Evaluation in PLS-SEM.....	123
3.16. Mediating Testing.....	124
CHAPTER IV RESEARCH FINDING AND DISCUSSION	126
4.1 Respondents Profile.....	126
4.2 Preliminary Study Test Results	128
4.2.1 Descriptive Statistic of Preliminary Test.....	128
4.2.2 The Reliability of Preliminary Test.....	130
4.2.3 Data Validity Test Results From Preliminary Study Results.....	130
4.3 Test Results and Data Analysis Obtained from Actual Research...	134
4.3.1 Descriptive Statistic for Actual Test.....	134
4.3.2 Actual Test Reliability.....	136
4.3.3 Outer Model Analysis.....	138
4.3.1.1 Validity Test with Outer Loadings.....	139
4.3.1.2 Convergent Validity Test Using Average Variance Extracted (AVE)	141
4.3.1.3 Discriminant Validity testing Using Cross Loading Factor	142
4.3.1.4 Discriminant Validity Testing Using Fornell-Larcker Criterion Method.....	143
4.3.1.5 Discriminant Validity Testing Using the Heterotrait- Monotrait Ratio Method.....	144
4.4 Hypothesis Testing	145
4.4.1 Structural Model.....	145
4.5 Mediating Testing.....	149
4.6 Discussion	153
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS.....	167

5.1. Conclusion.....	167
5.2. Research Limitations and Suggestions.....	169
5.3. Theoretical Implications.....	170
5.4. Managerial Implications.....	175
REFERENCE	179
APPENDIX.....	1



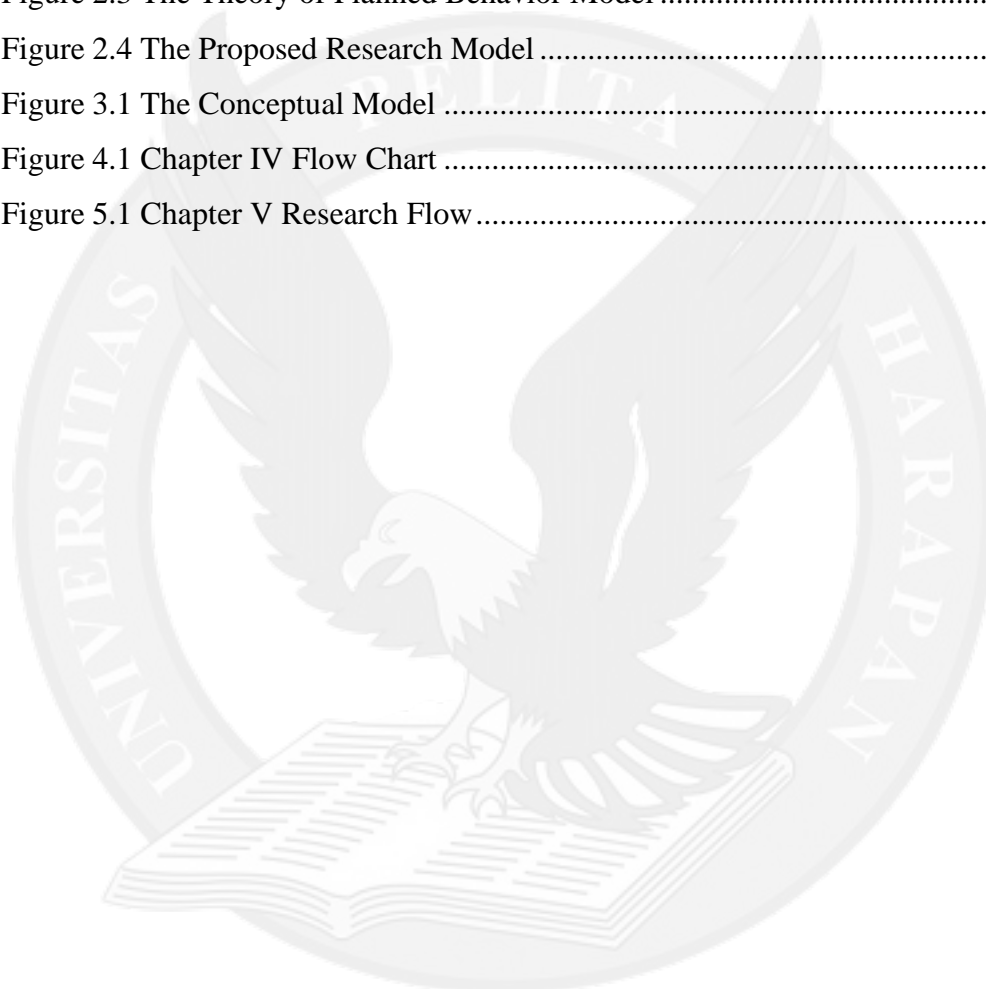
LIST OF PICTURES

Picture 1.1 Global Use of Social Media	3
Picture 1.2 Use of Social Media for Brand Research.....	4
Picture 1.3 Social Media Users Over Years	5
Picture 1.4 Sources of Brand Discovery	6
Picture 1.5 Official Social Media Account of Bukalapak	8
Picture 1.6 Total Engagement Rate of e-Commerce Companies.....	10



LIST OF FIGURES

Figure 1.1 Chapter I Flow Chart	1
Figure 2.1 Chapter II Flow Chart	32
Figure 2.2 The Five Stages of Consumer Decision Making Process	37
Figure 2.3 The Theory of Planned Behavior Model	43
Figure 2.4 The Proposed Research Model	79
Figure 3.1 The Conceptual Model	88
Figure 4.1 Chapter IV Flow Chart	120
Figure 5.1 Chapter V Research Flow	165



LIST OF TABLES

Table 1.1 Social Media Performance of e-Commerce Companies	11
Table 1.2 The Popularity of e-Commerce in Social Media.....	12
Table 1.3 Total Visit of Several e-Commences in Indonesia	Error! Bookmark not defined.
Table 1.4 Previous Similar Research in Decade	18
Table 2.1 Information Quality Dimension	59
Table 3.1 Type of Research Paradigm	82
Table 3.2 Quantitative and Qualitative Method	85
Table 3.3 Conceptual and Operational Definition	89
Table 3.4 Ethics in Data Collection	98
Table 3.5 Respondent's Type of Answer.....	112
Table 3.6 Rule of Thumbs for Reliability Test	117
Table 3.7 Rule of Thumbs for Validity Test	120
Table 4.1 Respondents Profile	127
Table 4.2 Descriptive Statistic for Preliminary Test	129
Table 4.3 The Reliability of Preliminary Test.....	130
Table 4.4 Convergent Validity of Preliminary Test.....	131
Table 4.5 Preliminary Test AVE.....	132
Table 4.6 Discriminant Validity of Preliminary Test (Fornell Larcker)	132
Table 4.7 Discriminant Validity of Preliminary Test (HTMT).....	133
Table 4.8 Actual Test of Descriptive Statistic.....	135
Table 4.9 Reliability testing for Actual Test	136
Table 4.10 Outer Loading for Actual Test	140
Table 4.11 AVE for Actual Test	141
Table 4.12 Cross Loading for Actual Test	142
Table 4.13 Fornell Larcker for Actual Test.....	143
Table 4.14 HTMT for Actual Test	144
Table 4.15 Path Coefficient.....	146

Table 4.16 R-Square Analysis.....	147
Table 4.17 Result of Structural Model.....	148
Table 4.18 Mediating Testing	150
Table 5.1 Implication theoretical	174
Table 5.2 Managerial Implications	177



LIST OF APPENDICES

APPENDIX A Research Model Conducted.....	1
APPENDIX B Outer Model Describing Outer Loadings.....	2
APPENDIX C Average Variance Extracted (AVE) Model.....	3
APPENDIX D Construct Reliability on Composite Reliability (rho_c).....	4
APPENDIX E Construct Reliability on Composite Reliability (rho_a)	5
APPENDIX F Outer Model Analysis Using Variance Inflating Factor (VIF).....	6
APPENDIX G Outer Model - P Values	7
APPENDIX H Outer Model - T Values	8
APPENDIX I Direct Effects - Path Coefficients.....	9
APPENDIX J Total Effects.....	10
APPENDIX K R-Square	11
APPENDIX L R-Square Adjusted	12
APPENDIX M Inner Model - F Square	13
APPENDIX N Inner Model - P Values.....	14
APPENDIX O Inner Model - T Values	15
APPENDIX P Acceptable Research Model Hypothetically Significantly.....	16
APPENDIX Q Path Coefficient – Mean, STDEV, T-values, P values.....	16
APPENDIX R Specific Indirect Effect.....	17