

TABLE OF CONTENTS

COVER PAGE.....	1
AUTHENTICITY STATEMENT OF FINAL PROJECT	2
THESIS APPROVAL.....	3
THESIS DEFENSE COMMITTEE.....	4
ABSTRACT.....	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES	xv
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Statement.....	5
1.3 Research Questions	8
1.4 Research Objectives	9
1.5 Research Purpose	10
1.5.1 Theoretical Implications	10
1.5.2 Managerial Implications	10
1.6 Scope and Limitations.....	11
1.7 Research Outlines	11
CHAPTER 2.....	12
LITERATURE REVIEW	12
2.1 Brand	12
2.2 Brand Image	12
2.3 Integrated Marketing Communications	12
2.3.1 Social Media Marketing (SMM)	14
2.3.2 Entertainment	14
2.3.3 Customization	15
2.3.4 Interaction	15
2.3.5 E-WOM	15
2.3.6 Trendiness	16

2.3.7 Social Influence Theory	16
2.3.8 Signaling Theory.....	17
2.3.9 Stimulus – Organism – Response (SOR).....	17
2.3.10 Brand Ambassadors	18
2.3.11 Visibility.....	18
2.3.12 Credibility.....	18
2.3.13 Attraction	19
2.3.14 Power	19
2.4 Hypothesis Development	20
2.4.1 Entertainment, Customization, Interaction, E-WOM, Trendiness on Social Media Marketing	20
2.4.1.1 Entertainment and Social Media Marketing.....	20
2.4.1.2 Customization and Social Media Marketing.....	20
2.4.1.3 Interaction and Social Media Marketing.....	21
2.4.1.4 E-WOM and Social Media Marketing.....	21
2.4.1.5 Trendiness and Social Media Marketing.....	22
2.4.2 Social Media Marketing and Brand Image.....	22
2.4.3 Visibility, Credibility, Attraction and Power on Brand Ambassador	22
2.4.3.1 Visibility and Brand Ambassador	22
2.4.3.2 Credibility and Brand Ambassador.....	23
2.4.3.3 Attraction and Brand Ambassador.....	23
2.4.3.4 Power and Brand Ambassador.....	24
2.4.4 Brand Ambassadors and Brand Image.....	24
2.5 Previous Studies.....	24
2.6 Conceptual Model	27
CHAPTER 3.....	29
RESEARCH METHOD	29
3.1 Research Object and Subject	29
3.2 Research Design.....	29
3.3 Unit of Analysis	31
3.4 Conceptual and Operational Definitions	31
3.5 Population and Sampling	36
3.5.1 Population and Sample	36
3.5.2 Sampling Method.....	36

3.5.3 Sample Size.....	38
3.6 Data Collection Method	39
3.6.1 Data Collection Instruments.....	39
3.7 Data Analysis Techniques.....	41
3.7.1 Formative - Formative Measurement Models	41
3.7.2 Reflective Measurement Model.....	41
3.7.3 Formative Measurement Model.....	41
3.7.4 Higher-Order and Lower-Order Constructs	42
3.7.5 Unidimensional	42
3.8 Descriptive Statistics	43
3.9 Measurement Model Assessment.....	43
3.9.1 Structural Model Assessment (Inner Model).....	43
3.9.2 Structural Model Assessment (Inner Model).....	43
3.10 Hypothesis Testing (T-Statistics)	44
3.11 Pre-Test	45
3.12 Pre-Test Results.....	45
3.12.1 Outer Model Pre-Test	45
3.12.2 Construct Reliability	47
3.12.3 Construct Validity	49
3.8 Importance Performance Map Analysis	51
CHAPTER 4.....	53
RESEARCH FINDINGS AND DISCUSSION.....	53
4.1 Respondent Characteristics.....	53
4.2 Profile of Respondents	53
4.3 Data Analysis	55
4.3.1 Descriptive Statistics.....	55
4.3.1.1 Entertainment (E)	55
4.3.1.2 Customization (C)	55
4.3.1.3 Interaction	56
4.3.1.4 E-WOM.....	57
4.3.1.5 Trendiness.....	57
4.3.1.6 Visibility	58
4.3.1.7 Credibility.....	59

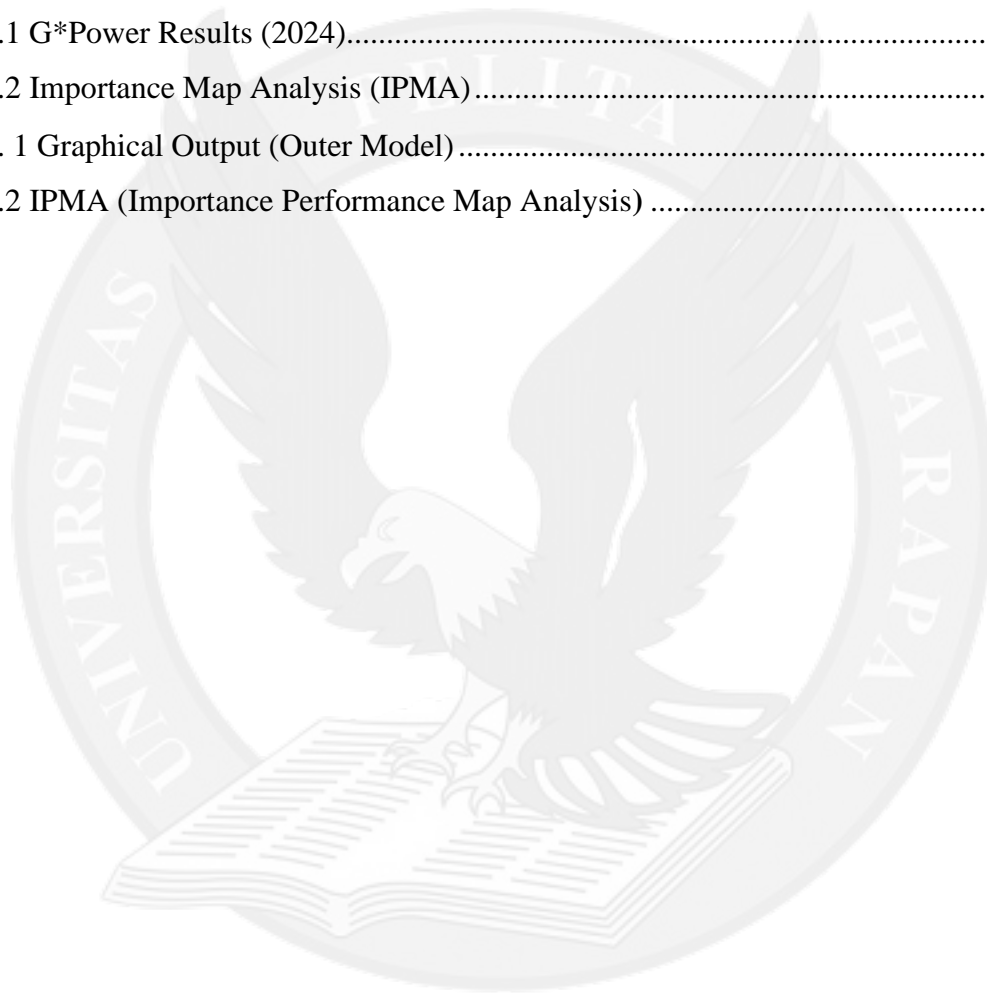
4.3.1.8 Attraction.....	59
4.3.1.9 Power.....	60
4.3.1.10 Brand Image.....	60
4.3.2 Inferential Statistics.....	61
4.3.2.1 Model Measurement Evaluation (Outer Model).....	61
4.3.3 Reliability Testing.....	62
4.3.3.1 Indicator Reliability (Outer Loading).....	62
4.3.4 Composite Reliability	65
4.3.5 Validity Testing.....	66
4.3.5.1 Construct Validity.....	66
4.3.5.2 Discriminant Validity	68
4.3.6 Structural Model Evaluation (Inner Model).....	69
4.3.6.1 Multicollinearity Testing.....	69
4.3.6.2 Coefficient of Determination (R ²)	69
4.3.6.3 Predictive Relevance (Q ²)	70
4.3.6.4 F Square.....	70
4.3.6.5 T-Statistik dan P-Value	71
4.4 Hypothesis Testing	72
4.5 Discussion.....	75
4.5.1 Entertainment on Social Media Marketing.....	75
4.5.2 Customization on Social Media Marketing.....	76
4.5.3 Interaction on Social Media Marketing.....	76
4.5.4 E-WOM on Social Media Marketing.....	77
4.5.5 Trendiness on Social Media Marketing.....	77
4.5.6 Social Media Marketing to Brand Image.....	78
4.5.7 Visibility to Brand Ambassador.....	79
4.5.8 Credibility to Brand Ambassador.....	79
4.5.9 Attraction to Brand Ambassador.....	79
4.5.10 Power to Brand Ambassador.....	80
4.5.11 Brand Ambassador to Brand Image.....	80
4.6 Importance Performance Map Analysis (IPMA).....	81
CHAPTER 5.....	85
CONCLUSION AND RECOMMENDATIONS.....	85

5.1 Conclusion	85
5.2 Managerial Implications	86
5.3 Theoretical Implications	86
5.4 Research Limitations	87
5.5 Future Research Recommendations	87
REFERENCES	88
APPENDICES	105



LIST OF FIGURES

Figure 1.1 Global Social Media Users (2022 – 2024)	2
Figure 1.2 Number of Instagram Users Worldwide (2019 – 2028).....	3
Figure 1.3 Dior and Jisoo on Paris Fashion Week.....	5
Figure 1.4 Jisoo at Dior Autumn Wear 2022.....	6
Figure 1.5 News Article About Jisoo.....	7
Figure 2.1 The Marketing Communications Mix Model.....	13
Figure 2.2 Conceptual Model	28
Figure 3.1 G*Power Results (2024).....	39
Figure 3.2 Importance Map Analysis (IPMA).....	52
Figure 4. 1 Graphical Output (Outer Model).....	62
Figure 4.2 IPMA (Importance Performance Map Analysis)	82



LIST OF TABLES

Table 2.1 Previous Research.....	24
Table 3.1 Conceptual and Operational Definitions.....	32
Table 3.2 Likert Scale Research and Description.....	40
Table 3.3 Validity Test (Outer Loading)	45
Table 3.4 Construct Reliability HOC (High Order Construct) Social Media Marketing & Brand Ambassador.....	47
Table 3.5 Construct Reliability LOC (Lower Order Construct)	47
Table 3.6 Construct Reliability	48
Table 3.7 Construct Validity HOC (Higher Order Construct) Social Media Marketing & Brand Ambassador.....	49
Table 3. 8 Construct Validity LOC (Lower Order Construct).....	49
Table 3.9 Construct Validity.....	50
Table 4.1 Respondents Profile	53
Table 4.2 Descriptive Statistics on Variable of Entertainment.....	55
Table 4.3 Descriptive Statistics on Variable of Customization	56
Table 4.4 Descriptive Statistics on Variable of Interaction	56
Table 4.5 Descriptive Statistics on Variable of E-WOM	57
Table 4.6 Descriptive Statistics on Variable of Trendiness.....	58
Table 4.7 Descriptive Statistics on Variable of Visibility	58
Table 4.8 Descriptive Statistics on Variable of Credibility	59
Table 4.9 Descriptive Statistics on Variable of Attraction	59
Table 4.10 Descriptive Statistics on Variable of Power	60
Table 4.11 Statistics on Variable of Brand Image	61
Table 4.12 Results of Indicator Reliability Testing (Outer Loading).....	63
Table 4.13 Construct Reliability HOC (Higher Order Construct).....	65
Table 4.14 Construct Reliability	65
Table 4.15 Construct Validity HOC (Higher Order Construct).....	66
Table 4.16 Construct Validity.....	67
Table 4.17 Heterotrait-Monotrait (HTMT) Criterion Table	68
Table 4.18 Fornell-Larcker Criterion Table.....	68
Table 4.19 Variance Inflation Factor – VIF.....	69
Table 4.20 Coefficient of Determination	69

Table 4. 21 Predictive Relevance..... 70
Table 4.22 F Square 70
Table 4.23 T-statistik & P-Value 71
Table 4. 24 Path Coefficients Table..... 71
Table 4.25 Table of Construct on Importance-Performance Map Analysis (IPMA) 82



LIST OF APPENDICES

1. 1 Attachment of Questionnaire	105
2. 1 Pre-Test Data	116
2. 2 Graphical output (First Order)	119
2. 3 Graphical Output (Second Order).....	119
2. 4 Outer Loading (First Order)	121
2. 5 Outer Loading (Second Order)	124
2. 6 Composite reliability and AVE (First Order)	124
2. 7 Composite reliability and AVE (Second Order).....	124
3. 1 Actual Data	125
3. 2 Graphical Output (LOC)	141
3. 3 Graphical Output (HOC).....	142
3. 4 Standard Deviation.....	143
3. 5 Outer Loading (LOC)	143
3. 6 Outer Loading (HOC).....	146
3. 7 Composite Reliability & AVE (LOC)	147
3. 8 Composite Reliability & AVE (HOC).....	147
3. 9 HTMT	148
3. 10 Fornell-Lacker.....	148
3. 11 VIF	148
3. 12 R-Square	148
3. 13 F-Square.....	149
3. 14 Q – Square.....	149
3. 15 T-Statistics & P-Values.....	149
3. 16 Path Coefficients.....	149