

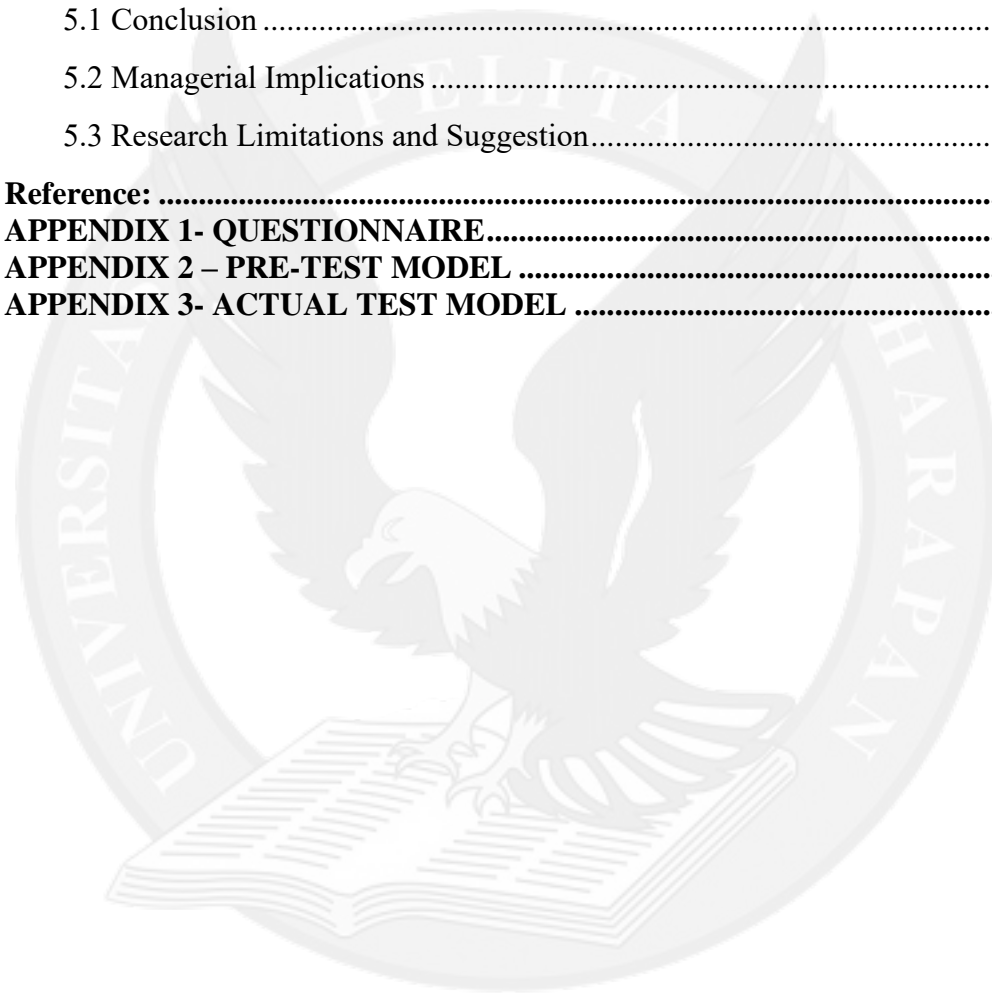
## TABLE OF CONTENT

<b>THESIS .....</b>	<b>i</b>
<b>THESIS APPROVAL .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>vii</b>
<b>LIST OF FIGURES .....</b>	<b>xii</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Statement .....	11
1.3 Research Questions .....	11
1.4 Research Objectives .....	12
1.5 Benefit of the Study .....	13
1.5.1 Practical Contribution .....	13
1.5.2 Theoretical Contribution .....	14
1.6 Research Outline .....	14
<b>CHAPTER 2 LITERATURE REVIEW.....</b>	<b>16</b>
2.1 Stimulus-Organism–Response (SOR) Theory .....	16
2.2 Customers Repurchase Intention.....	18
2.3 Entertainment.....	19
2.4 Customization .....	20
2.5 Trendiness .....	20
2.6 Interaction .....	22
2.7 Word of Mouth (WOM) .....	23
2.8 Brand Awareness.....	24
2.9 Brand Image.....	25
2.10 Relationship between Variables.....	26
2.10.1 Entertainment on Brand Awareness .....	26
2.10.2 Customization on Brand Awareness .....	27

2.10.3 Trendiness on Brand Awareness .....	28
2.10.4 Interaction on Brand Awareness .....	29
2.10.5 Word of Mouth on Brand Awareness .....	30
2.10.6 Entertainment on Brand Image .....	30
2.10.7 Customization on Brand Image .....	31
2.10.8 Trendiness on Brand Image.....	32
2.10.9 Interaction on Brand Image .....	32
2.10.10 Word of Mouth on Brand Image .....	33
2.10.11 Brand Awareness on Repurchase Intention .....	34
2.10.12 Brand Image on Repurchase Intention.....	35
2.11 Conceptual Framework and Hypothesis .....	36
<b>CHAPTER 3: RESEARCH METHODOLOGY.....</b>	<b>39</b>
3.1 Object of Research.....	39
3.2 Type of Research .....	39
3.3 Research Paradigm.....	40
3.4 Research Design.....	40
3.5 Population .....	41
3.6 Sampling Design and Sample .....	41
3.7 Sample Size .....	42
3.8 Unit of Analysis .....	42
3.9 Variables.....	43
3.10 Conceptual Definition and Operational Definition .....	44
3.11 Data Collection .....	48
3.12 Measurement Scale.....	49
3.13 Software Analysis .....	50
3.14 Data Analysis .....	50
3.14.1 Descriptive statistics .....	50
3.14.2 Inferential statistics .....	51
3.14.3 Data Analysis Method – Multivariate Analysis .....	51
3.14.4 Measurement Model (Outer Model) .....	51

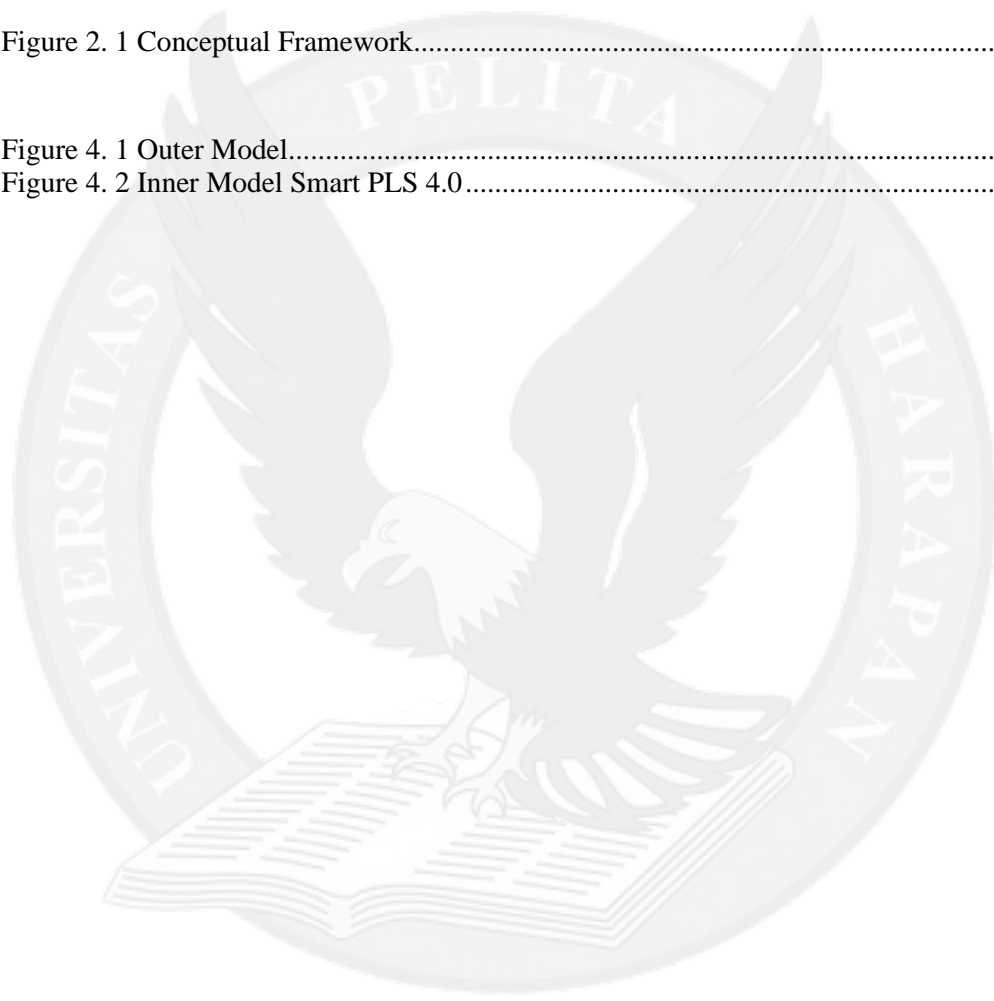
3.14.5 Structural Model (Inner Model).....	54
3.15 Pre-Test .....	56
3.15.1 Validity test.....	57
<b>CHAPTER 4: DATA ANALYSIS AND DISCUSSION .....</b>	<b>62</b>
4.1 Respondent Profile.....	62
4.2 Gender Profile.....	63
4.3 Age .....	63
4.4 Education .....	64
4.5 Occupation .....	65
4.6 Income .....	65
4.7 How often do you use social media a day?.....	66
4.7 Actual Test .....	67
4.8 Descriptive Statistic .....	67
4.8.1 Descriptive Statistic Variables Entertainment (ENT).....	68
4.8.2 Descriptive Statistic Variables Customization (CUT).....	69
4.8.3 Descriptive Statistic Variables Trendiness (TRD).....	71
4.8.4 Descriptive Statistic Variables Interaction (INT) .....	72
4.8.5 Descriptive Statistic Variables Word of Mouth (WOM) .....	73
4.8.6 Descriptive Statistic Variables Brand Awareness (BAW) .....	75
4.8.7 Descriptive Statistic Variables Brand Image (BIM).....	76
4.8.8 Descriptive Statistic Variables Repurchase Intention (RPI).....	77
4.9 Inferential Statistic .....	78
4.10 Measurement Model (Outer Model).....	79
4.10.1 Indicator Reliability (Outer Loading).....	80
4.10.2 Construct validity (AVE) .....	82
4.10.3 Discriminant Validity Test (HTMT) .....	82
4.10.4 Construct Reliability (Composite Reliability).....	83
4.11 Structural Model (Inner Model).....	84
4.12 Multicollinearity VIF .....	85
4.13 Determinant Coefficient (R-Squared).....	86

4.14 Effect Size (F-Squared) .....	87
4.15 Prediction Relevance Value (Q2 and Q2_Predict).....	89
4.16 Research Hypothesis Test Result (Direct Effect).....	89
4.16.1 Hypothesis Analysis .....	91
4.17 Comparison of Current Research with Previous Research.....	99
<b>CHAPTER 5: CONCLUSION AND SUGGESTIONS .....</b>	<b>102</b>
5.1 Conclusion .....	102
5.2 Managerial Implications .....	105
5.3 Research Limitations and Suggestion.....	107
<b>Reference: .....</b>	<b>108</b>
<b>APPENDIX 1- QUESTIONNAIRE.....</b>	<b>122</b>
<b>APPENDIX 2 – PRE-TEST MODEL .....</b>	<b>129</b>
<b>APPENDIX 3- ACTUAL TEST MODEL .....</b>	<b>132</b>



## LIST OF FIGURES

Figure 1. 1 Global Number of Internet Users 2013-2023 .....	1
Figure 1. 2 Number of Internet Users in Indonesia.....	3
Figure 1. 3 Top Social Media Platforms .....	4
Figure 1. 4 FILA's Competitor.....	7
Figure 1. 5 Consolidated Income Statement of FILA from 2010 ~ 2023 .....	9
Figure 1. 6 Annual Earnings History from FILA 2010~2024.....	10
Figure 2. 1 Conceptual Framework.....	36
Figure 4. 1 Outer Model.....	79
Figure 4. 2 Inner Model Smart PLS 4.0.....	85



## LIST OF TABLES

Table 3. 1 Table of Existing Literatures .....	48
Table 3. 2 Outer Loading Factor Test Results .....	57
Table 3. 3 Second Loading Factor Test Results.....	58
Table 3. 4 AVE Test .....	59
Table 3. 5 HTMT Test .....	60
Table 3. 6 Reliability Test.....	60
Table 3. 7 R-Squared Value.....	61
Tabel 4. 1 Questionnaire Gender Percentage.....	63
Tabel 4. 2 Questionnaire Age Percentage.....	63
Tabel 4. 3 Questionnaire Education Percentage .....	64
Tabel 4. 4 Questionnaire Occupation Percentage .....	65
Tabel 4. 5 Questionnaire Income Percentage.....	65
Tabel 4. 6 Questionnaire Social Media a Day Percentage .....	66
Tabel 4. 7 Respondent Answer Categories .....	68
Tabel 4. 8 Descriptive Variable Entertainment.....	68
Tabel 4. 9 Descriptive Variabel Customization .....	69
Tabel 4. 10 Descriptive Variabel Trendiness.....	71
Tabel 4. 11 Descriptive Variable Interaction .....	72
Tabel 4. 12 Descriptive Variabel Word of Mouth .....	73
Tabel 4. 13 Descriptive Variabel Brand Awareness .....	75
Tabel 4. 14 Descriptive Variabel Brand Image.....	76
Tabel 4. 15 Descriptive Variabel Repurchase Intention .....	77
Tabel 4. 16 Indicator Reliability (Outer Loading) .....	80
Tabel 4. 17 AVE Convergent Validity Test.....	82
Tabel 4. 18 HTMT Discriminant Validity Test .....	82
Tabel 4. 19 Result of Composite Reliability .....	83
Tabel 4. 20 VIF Inner Value Result.....	85
Tabel 4. 21 Coefficient Determination R-Square .....	87
Tabel 4. 22 F-Square Value .....	88
Tabel 4. 23 Q-Square .....	89
Tabel 4. 24 Hypothesis Test Direct Effect.....	90
Tabel 4. 25 Data Comparison of Previous Research and Current Research.....	99