

## DAFTAR ISI

<b>PERNYATAAN KEASLIAN KARYA TUGAS AKHIR.....</b>	<b>ii</b>
<b>PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR .....</b>	<b>iii</b>
<b>PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>KATA PENGANTAR.....</b>	<b>vii</b>
<b>DAFTAR ISI.....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>xii</b>
<b>DAFTAR TABEL .....</b>	<b>xiii</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>xiv</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Pertanyaan Penelitian .....	6
1.3 Tujuan Penelitian .....	7
1.4 Manfaat Penelitian .....	8
1.5 Sistematika Penelitian .....	9
<b>BAB II TINJAUAN PUSTAKA.....</b>	<b>10</b>
2.1 Dasar Teori.....	10
2.2 Pengembangan Hipotesis .....	13
2.3 Kerangka Konseptual .....	19
<b>BAB III METODE PENELITIAN .....</b>	<b>21</b>
3.1 Tipe Penelitian .....	21
3.2 Objek dan Subjek Penelitian .....	22
3.3 Populasi dan Sampel .....	22
3.3.1 Jumlah Sampel .....	23
3.4 Pengukuran Variabel Penelitian .....	24
3.4.1 Skala Pengukuran Variabel .....	25
3.4.2 Definisi Konseptual dan Operasional Variabel.....	25
3.5 Metode Pengumpulan Data .....	27
3.6 Metode Analisis Penelitian .....	27
3.6.1 <i>Outer Model</i> .....	28
3.6.2 <i>Inner Model</i> .....	28
<b>BAB IV HASIL DAN PEMBAHASAN .....</b>	<b>30</b>

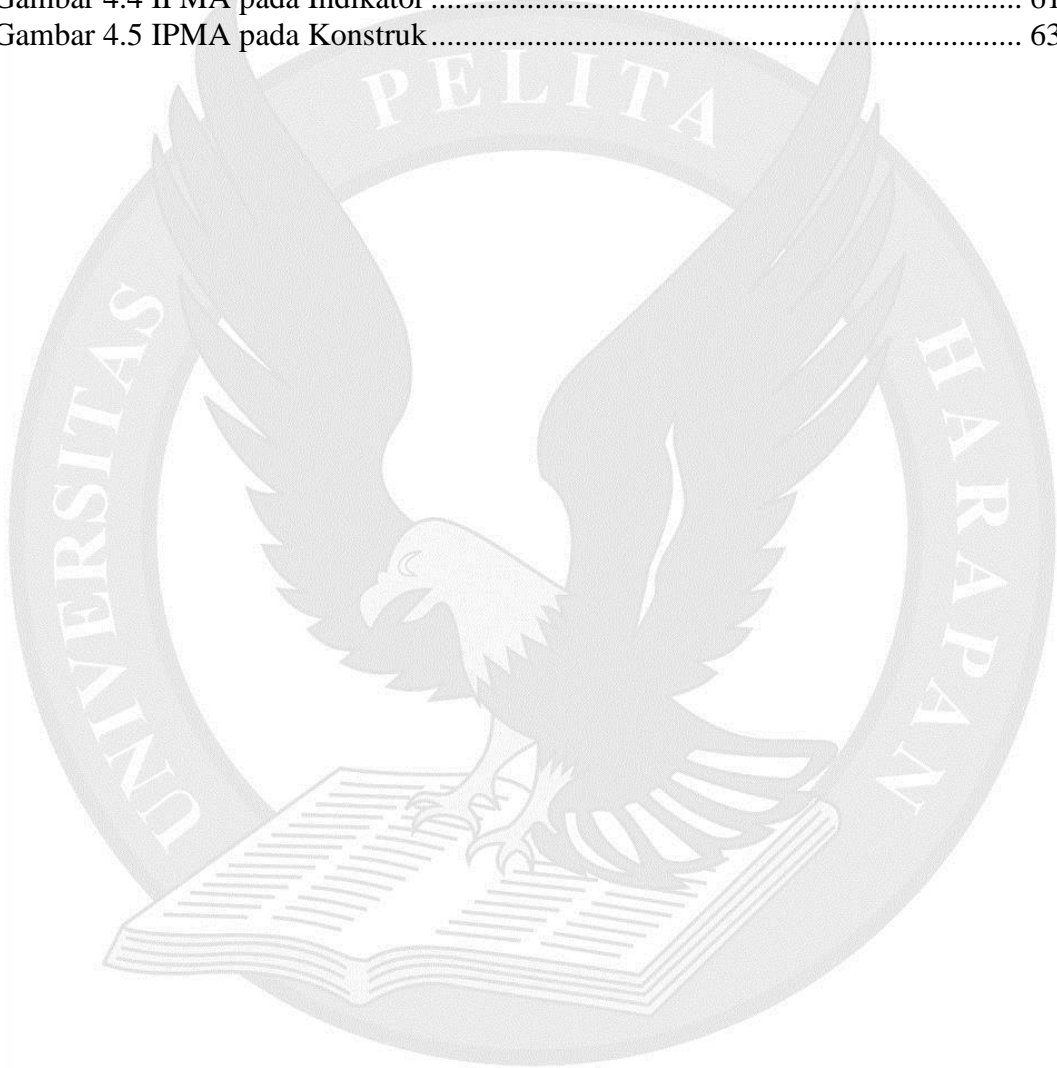
4.1	Profil Responden.....	30
4.2	Analisis Deskriptif Responden.....	31
4.2.1	Variabel <i>Health Awareness</i> .....	32
4.2.2	Variabel <i>Perceived Nutritional Content</i> .....	34
4.2.3	Variabel <i>Perceived Value</i> .....	35
4.2.4	Variabel <i>Attitude Towards Influencer</i> .....	37
4.2.5	Variabel <i>Attitude Towards Healthy Food</i> .....	40
4.2.6	Analisis Statistik Deskriptif Keseluruhan.....	42
4.3	Analisis <i>Outer Model</i> .....	43
4.3.1	<i>Indicator Reliability</i> .....	46
4.3.2	<i>Construct Reliability</i> .....	47
4.3.3	<i>Convergent Validity</i> .....	48
4.3.4	<i>Discriminant Validity</i> .....	48
4.4	Analisis <i>Inner Model</i> .....	49
4.4.1	Uji Multikolinearitas.....	50
4.4.2	Uji <i>R-square</i> .....	51
4.4.3	Uji <i>Effect Size (F-square)</i> .....	52
4.4.4	Uji <i>Predictive Relevance (Q-square)</i> .....	53
4.5	Hasil Uji Hipotesis.....	55
4.5.1	Pengaruh <i>Health Awareness</i> terhadap <i>Purchase Intention</i> ...	55
4.5.2	Pengaruh <i>Perceived Nutritional Content</i> terhadap <i>Purchase Intention</i> .....	56
4.5.3	Pengaruh <i>Perceived Value</i> terhadap <i>Purchase Intention</i> .....	56
4.5.4	Pengaruh <i>Attitude Towards Influencer</i> terhadap <i>Purchase Intention</i> .....	57
4.5.5	Pengaruh <i>Health Awareness</i> terhadap <i>Attitude Towards Healthy Food</i> .....	57
4.5.6	Pengaruh <i>Perceived Nutritional Content</i> terhadap <i>Attitude Towards Healthy Food</i> .....	57
4.5.7	Pengaruh <i>Perceived Value</i> terhadap <i>Attitude Towards Healthy Food</i> .....	58
4.5.8	Pengaruh <i>Attitude Towards Influencer</i> terhadap <i>Attitude Towards Healthy Food</i> .....	58
4.5.9	Pengaruh <i>Attitude Towards Healthy Food</i> terhadap <i>Purchase Intention</i> .....	59
4.6	<i>Indirect Effect</i> .....	59
4.7	<i>Importance Performance Mapping Analysis</i> .....	60

4.8	Pembahasan.....	63
<b>BAB V KESIMPULAN .....</b>		<b>69</b>
5.1	Kesimpulan .....	69
5.2	Implikasi.....	72
5.2.1	Implikasi Teoretis.....	72
5.2.2	Implikasi Manajerial .....	73
5.3	Keterbatasan dan Saran .....	74
<b>DAFTAR PUSTAKA .....</b>		<b>77</b>
<b>LAMPIRAN</b>		



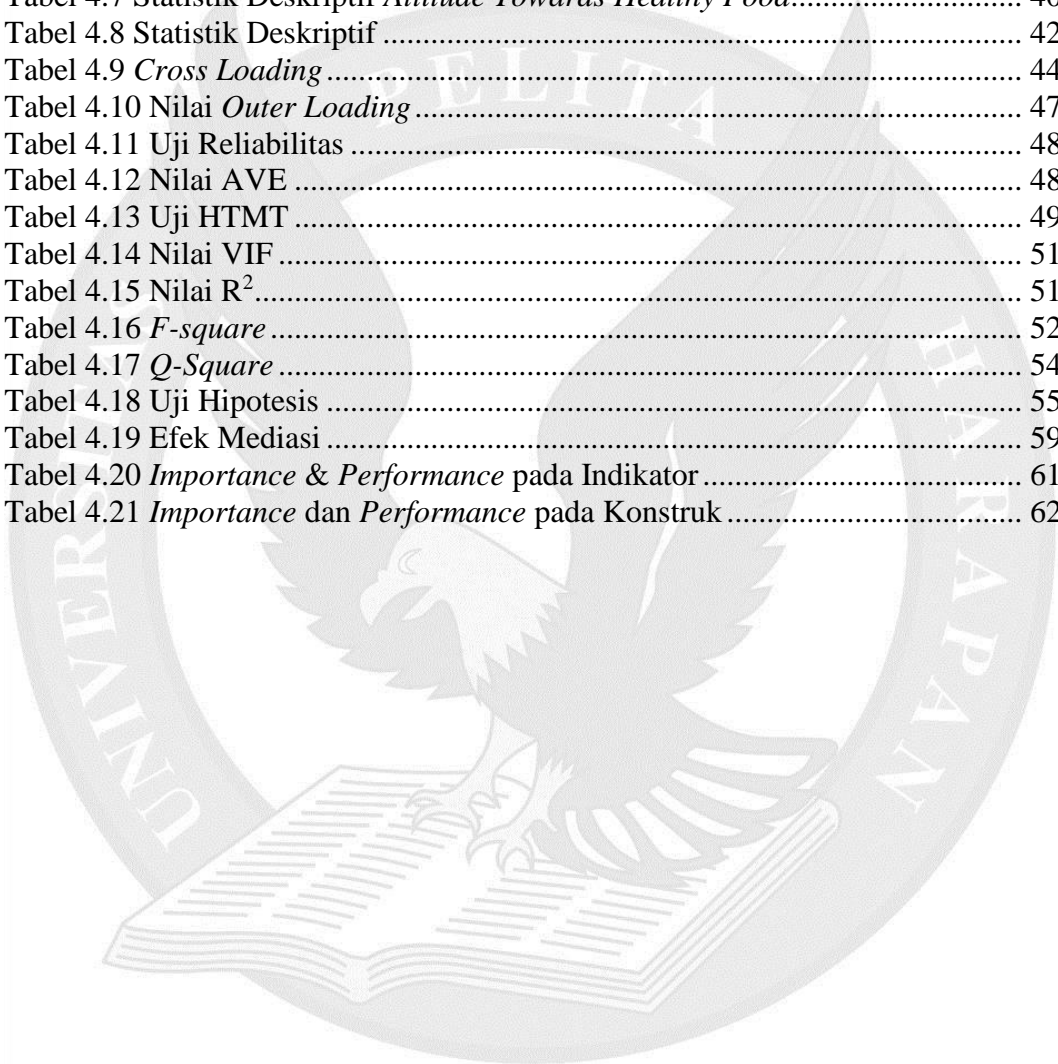
## DAFTAR GAMBAR

Gambar 1.1 <i>Influencer Marketing</i> Energen .....	3
Gambar 1.2 <i>Brand Index</i> Energen .....	4
Gambar 1.3 Konten <i>Influencer</i> Mengenai Kandungan Gula Energen.....	5
Gambar 2.1 Kerangka Konseptual.....	19
Gambar 4.1 <i>Pie Chart</i> Demografi .....	31
Gambar 4.2 <i>Outer Model</i> .....	46
Gambar 4.3 <i>Inner Model</i> .....	50
Gambar 4.4 IPMA pada Indikator .....	61
Gambar 4.5 IPMA pada Konstruk.....	63



## DAFTAR TABEL

Tabel 3.1 Definisi Variabel Operasional.....	25
Tabel 4.1 Profil Responden.....	30
Tabel 4.2 Rentang Kategori Nilai .....	31
Tabel 4.3 Statistik Deskriptif <i>Health Awareness</i> .....	32
Tabel 4.4 Statistik Deskriptif <i>Perceived Nutritional Content</i> .....	34
Tabel 4.5 Statistik Deskriptif <i>Perceived Value</i> .....	35
Tabel 4.6 Statistik Deskriptif <i>Attitude Towards Influencer</i> .....	37
Tabel 4.7 Statistik Deskriptif <i>Attitude Towards Healthy Food</i> .....	40
Tabel 4.8 Statistik Deskriptif .....	42
Tabel 4.9 <i>Cross Loading</i> .....	44
Tabel 4.10 Nilai <i>Outer Loading</i> .....	47
Tabel 4.11 Uji Reliabilitas .....	48
Tabel 4.12 Nilai AVE .....	48
Tabel 4.13 Uji HTMT .....	49
Tabel 4.14 Nilai VIF .....	51
Tabel 4.15 Nilai R <sup>2</sup> .....	51
Tabel 4.16 <i>F-square</i> .....	52
Tabel 4.17 <i>Q-Square</i> .....	54
Tabel 4.18 Uji Hipotesis .....	55
Tabel 4.19 Efek Mediasi .....	59
Tabel 4.20 <i>Importance &amp; Performance</i> pada Indikator .....	61
Tabel 4.21 <i>Importance dan Performance</i> pada Konstruk .....	62



## DAFTAR LAMPIRAN

Lampiran A Kuesioner .....	A-1
Lampiran B <i>Outer Model</i> .....	B-1
Lampiran C Gambar <i>Outer Mode</i> .....	C-1
Lampiran D <i>Inner Model</i> .....	D-1
Lampiran E Gambar <i>Inner Model</i> .....	E-1
Lampiran F <i>Bootstrapping</i> .....	F-1
Lampiran G <i>Data Setting</i> .....	G-1
Lampiran H <i>Turnitin</i> .....	H-1

