

# TABLE OF CONTENT

page

<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>PREFACE .....</b>	<b>vii</b>
<b>TABLE OF CONTENT .....</b>	<b>ix</b>
<b>LIST OF FIGURE .....</b>	<b>xiii</b>
<b>LIST OF TABLE .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES .....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1. Background of the Study .....	1
1.2. Problem Limitation .....	9
1.3. Problem Formulation .....	9
1.4. Objective of the Research .....	10
1.5. Benefits of the Research .....	10
1.5.1. Theoretical Benefit .....	11
1.5.2. Practical Benefit .....	11
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS</b>	
<b>DEVELOPMENT .....</b>	<b>12</b>
2.1 Theoretical Background .....	12
2.1.1 Marketing .....	12
2.1.2 Marketing Mix .....	13
2.1.3 Social Media Advertising .....	17
2.1.3.1 Definition of Social Media Advertising .....	17
2.1.3.2 Benefits of Social Media Advertising .....	18

2.1.3.3	Components of Social Media Advertising.....	19
2.1.3.4	Indicators of Social Media Advertising.....	22
2.1.4	Customer Trust.....	22
2.1.4.1	Definition of Customer Trust.....	22
2.1.4.2	Building of Customer Trust.....	23
2.1.4.3	Indicators of Customer Trust.....	26
2.1.5	Customer Value.....	27
2.1.5.1	Definition of Customer Value.....	27
2.1.5.2	Types of Customer Value.....	28
2.1.5.3	Indicators of Customer Value.....	31
2.1.6	Customer Repurchase Intention.....	32
2.1.6.1	Definition of Customer Repurchase Intention.....	32
2.1.6.2	Factors of Customer Repurchase Intention.....	33
2.1.6.3	Indicators of Customer Repurchase Intention.....	33
2.1.7	Influence of Social Media Advertising on Customer Repurchase Intention.....	34
2.1.8	Influence of Customer Trust on Customer Repurchase Intention.....	34
2.1.9	Influence of Customer Value on Customer Repurchase Intention.....	35
2.2	Previous Research.....	36
2.3	Hypothesis Development.....	37
2.4	Research Model.....	38
2.5	Framework of Thinking.....	39
 <b>CHAPTER III RESEARCH METHODOLOGY.....</b>		<b>40</b>
3.1.	Research Design.....	40
3.2.	Population And Sample.....	41
3.2.1.	Research Location and Time.....	41
3.2.2.	Population.....	41
3.2.3.	Sample.....	41
3.3.	Data Collection Method.....	42
3.4.	Operational Definition and Variable Measurement.....	43

3.4.1. Operational Definition.....	43
3.5. Data Analysis Method.....	45
3.5.1 Research Instrument Test .....	45
3.5.2 Descriptive Statistics .....	45
3.5.3 Classical Assumption Test .....	48
3.5.4 Multiple Linear Regression Analysis .....	50
3.5.5 Hypothesis Test .....	51
3.5.5.1 t Test .....	51
3.5.5.2 F test.....	51
3.5.5.3 Coefficient of Determination .....	52
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION.....</b>	<b>53</b>
4.1 General View of PT Uniskai Petualangan Selangit, Medan.....	53
4.1.1 Brief Overview .....	53
4.1.2 Vision, Mission and Values.....	54
4.1.3 Organizational structure .....	56
4.2 Research Result.....	57
4.2.1 Test of Research Instrument .....	57
4.2.1.2 Reliability test.....	59
4.2.2 Descriptive Statistics .....	60
4.2.2.1 Respondent Characteristics .....	60
4.2.2.2 Explanation of Respondents' Answer on Research Variables .....	62
4.2.3 Result of Data Quality Testing.....	75
4.2.3.1 Classical Assumption Test.....	75
4.2.3.3 Determination Test .....	81
4.2.4 Result of Hypothesis Testing.....	82
4.2.4.1 Partial Test (t Test) .....	82
4.2.4.2 Simultaneous Test (F Test).....	84
4.3 Discussion .....	84
<b>CHAPTER V CONCLUSION.....</b>	<b>90</b>
5.1 Conclusion .....	90

5.2 Implication .....	91
5.2.1 Theoretical Implications.....	91
5.2.2 Managerial Implications.....	92
5.3 Recommendation for Future Research.....	94
<b>REFERENCES .....</b>	<b>95</b>



## LIST OF FIGURE

	page
Figure 1. 1 Logo of PT Uniskai Petualangan Selangit, Medan .....	5
Figure 1. 2 Instagram of PT Uniskai Petualangan Selangit, Medan.....	6
Figure 1. 3 Social Media Advertising of PT Uniskai Petualangan Selangit, Medan .....	6
Figure 1. 4 Social Media Advertising of Angkasa Tour.....	7
Figure 1. 5 Customer Complaints at PT Uniskai Petualangan Selangit, Medan.....	8
Figure 2. 1 Research Model.....	38
Figure 2. 2 Framework of Thinking .....	39
Figure 4.1 PT Uniskai Petualangan Selangit (Uniskai).....	53
Figure 4.2 Organization Structure at PT Uniskai Petualangan Selangit, Medan ..	56
Figure 4. 3 Characteristics based on gender.....	61
Figure 4. 4 Characteristics Based on Age .....	61
Figure 4. 5 Characteristics Based on Number of Transaction.....	62
Figure 4.6 Normality Test Histograms .....	76
Figure 4.7 Normality Test of P-P Plots .....	76
Figure 4.8 Heteroscedasticity Test .....	78

## LIST OF TABLE

	Page
Table 1. 1 Income Data at PT Uniskai Petualangan Selangit, Medan.....	5
Table 1. 2 Total of Customers Data at PT Uniskai Petualangan Selangit, Medan .	7
Table 2. 1 Previous Research .....	36
Table 3.1 Operational for Variable.....	43
Table 4.1 Tour Packages .....	54
Table 4.2 Validity Test Results of Social Media Advertising (X <sub>1</sub> ), Customer Trust (X <sub>2</sub> ), Customer Value (X <sub>3</sub> ), and Customer Repurchase Intention (Y).....	57
Table 4. 3 Reliability Test Results for Social Media Advertising (X <sub>1</sub> ), Customer Trust (X <sub>2</sub> ), Customer Value (X <sub>3</sub> ), and Customer Repurchase Intention (Y).....	60
Table 4. 4 Social Media Advertising Variable (X <sub>1</sub> ) - Statement 1.....	63
Table 4. 5 Social Media Advertising Variable (X <sub>1</sub> ) - Statement 2.....	63
Table 4. 6 Social Media Advertising Variable (X <sub>1</sub> ) - Statement 3.....	63
Table 4. 7 Social Media Advertising Variable (X <sub>1</sub> ) - Statement 4.....	64
Table 4. 8 Social Media Advertising Variable (X <sub>1</sub> ) - Statement 5.....	64
Table 4. 9 Social Media Advertising Variable (X <sub>1</sub> ) - Statement 6.....	64
Table 4. 10 Customer Trust Variable (X <sub>2</sub> ) - Statement 1.....	65
Table 4. 11 Customer Trust Variable (X <sub>2</sub> ) - Statement 2.....	65
Table 4. 12 Customer Trust Variable (X <sub>2</sub> ) - Statement 3.....	65
Table 4. 13 Customer Trust Variable (X <sub>2</sub> ) - Statement 4.....	66
Table 4. 14 Customer Trust Variable (X <sub>2</sub> ) - Statement 5.....	66
Table 4. 15 Customer Trust Variable (X <sub>2</sub> ) - Statement 6.....	66
Table 4. 16 Customer Value Variable (X <sub>3</sub> ) - Statement 1.....	67
Table 4. 17 Customer Value Variable (X <sub>3</sub> ) - Statement 2.....	67
Table 4. 18 Customer Value Variable (X <sub>3</sub> ) - Statement 3.....	67
Table 4. 19 Customer Value Variable (X <sub>3</sub> ) - Statement 4.....	68
Table 4. 20 Customer Value Variable (X <sub>3</sub> ) - Statement 5.....	68
Table 4. 21 Customer Value Variable (X <sub>3</sub> ) - Statement 6.....	68

Table 4. 22 Customer Value Variable ( $X_3$ ) - Statement 7.....	69
Table 4. 23 Customer Value Variable ( $X_3$ ) - Statement 8.....	69
Table 4. 24 Customer Repurchase Intention Variable (Y) - Statement 1.....	69
Table 4. 25 Customer Repurchase Intention Variable (Y) - Statement 2.....	70
Table 4. 26 Customer Repurchase Intention Variable (Y) - Statement 3.....	70
Table 4. 27 Customer Repurchase Intention Variable (Y)- Statement 4.....	70
Table 4. 28 Customer Repurchase Intention Variable (Y) - Statement 5.....	71
Table 4. 29 Customer Repurchase Intention Variable (Y) - Statement 6.....	71
Table 4. 30 Measurement Score of Descriptive Statistics .....	71
Table 4. 31 The Class for Social Media Advertising ( $X_1$ ), Customer Trust ( $X_2$ ),	72
Table 4. 32 The Class for Customer Value ( $X_3$ ).....	72
Table 4. 33 Descriptive Statistics of Social Media Advertising ( $X_1$ ), Customer	
Trust ( $X_2$ ), Customer Value ( $X_3$ ), and Customer Repurchase Intention (Y).....	72
Table 4. 34 Normality Test of Kolmogorov Smirnov .....	75
Table 4.35 Multicollinearity Test.....	77
Table 4.36 Heteroscedasticity Test.....	78
Table 4.37 Linearity Test for Social Media Advertising on Customer Repurchase	
Intention.....	79
Table 4.38 Linearity Test for Customer Trust on Customer Repurchase Intention	
.....	79
Table 4.39 Linearity Test for Customer Value on Customer Repurchase Intention	
.....	79
Table 4.40 Multiple Linear Regression Analysis .....	80
Table 4.41 Determination Test.....	81
Table 4.42 Partial Test.....	83
Table 4.43 Simultaneous Test .....	84
Table 5. 1 Theoretical Implications .....	91
Table 5. 2 Managerial Implications .....	94

## LIST OF APPENDICES

	page
Appendix A <i>Kuesioner Penelitian</i> .....	A-1
Appendix B Tabulation Of Questionnaire Answers For Pretest.....	B-1
Appendix C SPSS For Pretest.....	C-1
Appendix D Tabulation Of Questionnaire Answers For Sample Test.....	D-1
Appendix E SPSS For Sample Test.....	E-1
Appendix F R Table.....	F-1
Appendix G T Table.....	G-1
Appendix H F Table.....	H-1
Appendix I Turnitin.....	I-1

