

DAFTAR ISI

DAFTAR ISI.....	ix
BAB I	1
1.1 Latar Belakang	1
1.2 Pertanyaan Penelitian.....	6
1.3 Tujuan Penelitian	7
1.4 Manfaat Penelitian	7
1.5 Sistematika Penelitian	8
BAB II.....	10
2.1 Dasar Teori.....	10
2.1.1 Variabel <i>Social Media Marketing</i>	10
2.1.2 Variabel <i>Brand Image</i>	12
2.1.3 Variabel <i>Perceived Image of Doctor</i>	13
2.1.4 Variabel <i>Online Trust</i>	14
2.1.5 Variabel <i>Consumer Disposition to Trust</i>	15
2.2 Pengembangan Hipotesis	17
2.2.1 Kaitan antara <i>Social Media Marketing</i> dan <i>Patient Visit Intention</i>	17
2.2.2 Kaitan antara <i>Social Media Marketing</i> dan <i>Brand Image</i>	17
2.2.3 Kaitan antara <i>Brand Image</i> dan <i>Patient Visit Intention</i>	18
2.2.4 Kaitan antara <i>Social Media Marketing</i> dan <i>Patient Visit Intention</i> dengan Mediasi <i>Brand Image</i>	18
2.2.5 Kaitan antara <i>Social Media Marketing</i> dan <i>Perceived Image of Doctor</i> ...	19
2.2.6 Kaitan antara <i>Perceived Image of Doctor</i> dan <i>Patient Visit Intention</i>	19
2.2.7 Kaitan antara <i>Social Media Marketing</i> dan <i>Patient Visit Intention</i> dengan Mediasi <i>Perceived Image of Doctor</i>	20
2.2.8 Kaitan antara <i>Social Media Marketing</i> dan <i>Online Trust</i>	20
2.2.9 Kaitan antara <i>Online Trust</i> dan <i>Patient Visit Intention</i>	21
2.2.10 Kaitan antara <i>Social Media Marketing</i> dan <i>Patient Visit Intention</i> dengan Mediasi <i>Online Trust</i>	22

2.2.11	Kaitan antara <i>Consumer Disposition to Trust</i> dan <i>Online Trust</i>	22
2.2.12	Kaitan antara <i>Online Trust</i> dan <i>Patient Visit Intention</i> dengan Mediasi <i>Consumer Disposition to Trust</i>	22
2.3	Kerangka Konseptual	23
	BAB III.....	25
3.1	Objek Penelitian	25
3.2	Unit Analisis.....	25
3.3	Tipe Penelitian.....	26
3.4	Definisi Konseptual dan Operasionalisasi Variabel.....	26
3.5	Populasi dan Sampel	34
3.5.1	Penentuan Jumlah Sampel.....	34
3.5.2	Metode Penarikan Sampel.....	34
3.6	Metode Pengumpulan Data	35
3.7	Metode Analisis Data	35
3.7.1	Analisis Multivariat.....	35
3.7.2	Analisis Model dalam PLS-SEM	36
3.7.2.1	<i>Outer Model</i>	36
3.7.2.2	<i>Inner Model</i>	37
	BAB IV	40
4.1	Demografi Responden.....	40
4.2	Analisis Perilaku Responden.....	43
4.3	Analisis Deskriptif Responden.....	44
4.3.1	Analisa Deskriptif Variabel <i>Social Media Marketing</i>	44
4.3.2	Analisa Deskriptif Variabel <i>Brand Image</i>	50
4.3.3	Analisa Deskriptif Variabel <i>Perceived Image of Doctor</i>	53
4.3.4	Analisa Deskriptif Variabel <i>Online Trust</i>	57
4.3.5	Analisa Deskriptif Variabel <i>Consumer Disposition to Trust</i>	60
4.3.6	Analisa Deskriptif Variabel <i>Patient Visit Intention</i>	62
4.4	Analisa Inferensial.....	63
4.4.1	<i>Outer Model</i>	63

4.4.2	<i>Outer Loading</i>	64
4.4.3	<i>Construct Reliability and Validity</i>	67
4.4.4	<i>Convergent Validity</i>	68
4.4.5	<i>Discriminant Validity</i>	69
4.4.6	<i>Inner Model</i>	70
4.4.7	<i>Inner VIF</i>	71
4.4.8	<i>Coefficient of Determinant (R-Square)</i>	73
4.4.9	Nilai Effect Size (f^2)	74
4.4.10	<i>Predictive Relevance (Q-Square)</i>	76
4.4.11	Nilai Cross-validated Predictive Ability Test Result (CVPAT).....	76
4.4.12	Uji Hipotesis.....	78
4.4.13	Analisa IPMA.....	87
4.5	Pembasan.....	88
BAB V	96
5.1	Kesimpulan.....	96
5.2	Implikasi Manajerial	97
5.3	Implikasi Teoritis	98
5.4	Saran untuk Penelitian Selanjutnya.....	99
DAFTAR PUSTAKA	101

DAFTAR LAMPIRAN

DAFTAR LAMPIRAN	xii
LAMPIRAN 1: KUESIONER	105
LAMPIRAN 2: PLS <i>ALGORITHM SETTING</i>	110
LAMPIRAN 3: PLS <i>ALGORITHM SETTING BOOTSTRAPPING</i>	111
LAMPIRAN 4: PLS <i>OUTER LOADINGS</i>	112
LAMPIRAN 5: PLS <i>R-SQUARE</i>	113
LAMPIRAN 6: <i>F-SQUARE</i>	114
LAMPIRAN 7: <i>CONSTRUCT REALIBILITY AND VALIDITY</i>	115
LAMPIRAN 8: <i>DISCRIMINANT VALIDITY</i>	116
LAMPIRAN 9: <i>INNER MODEL</i>	117
LAMPIRAN 10: <i>IPMA</i>	118
LAMPIRAN 11: <i>CVPAT</i>	119
LAMPIRAN 12: HASIL UJI TURNITIN	120

DAFTAR TABEL

DAFTAR TABEL.....	xiii
Tabel 3.1 Definisi Konseptual dan Operasional Variabel.....	27
Tabel 3.2 <i>Skala Likert</i>	35
Tabel 4.1 Profil Demografi Responden	40
Tabel 4.2 Kategori Jawaban.....	44
Tabel 4.3 Analisa Deskriptif Variabel <i>Social Media Marketing</i>	45
Tabel 4.4 Analisa Deskriptif Variabel <i>Brand Image</i>	51
Tabel 4.5 Analisa Deskriptif Variabel <i>Perceived Image of Doctor</i>	53
Tabel 4.6 Analisa Deskriptif Variabel <i>Online Trust</i>	57
Tabel 4.7 Analisa Deskriptif Variabel <i>Consumer Disposition to Trust</i>	60
Table 4.8 Analisa Deskriptif Variabel <i>Patient Visit Intention</i>	62
Tabel 4.9 Nilai <i>Outer Loading</i>	65
Tabel 4.10 Nilai <i>Construct Realibility</i>	67
Tabel 4.11 Nilai <i>Average Variance Extracted (AVE)</i>	68
Tabel 4.12 Nilai <i>HTMT (Heterotrait-Monotrait Ratio)</i>	69
Tabel 4.13 Nilai <i>Inner Variance Inflation Factor (VIF)</i>	72
Tabel 4.14 Nilai <i>Coefficient of Determinant (R-Square)</i>	73
Table 4.15 Nilai F-square.....	74
Tabel 4.16 Nilai <i>Q-Square</i>	76
Tabel 4.17 Analisis CVPAT	77
Tabel 4.18 Hasil Uji Hipotesis	79

DAFTAR GAMBAR

DAFTAR GAMBAR	xiv
Gambar 1.1 Jumlah Kunjungan Pasien Nutriara Obesity Clinic Periode 2024	5
Gambar 2.1 Kerangka Konseptual Penelitian	24
Gambar 3.1 Social Media yang Sering Digunakan Oleh Responden	43
Gambar 4.1 Hasil <i>Outer Model</i> Penelitian	64
Gambar 4.2 Hasil <i>Inner Model</i> Penelitian.....	71
Gambar 4.3 Diagram IPMA.....	87
Gambar 4.4 Model Hasil	89

