

TABLE OF CONTENTS

COVER

TITLE PAGE

APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK.....	vii
PREFACE	viii
TABLE OF CONTENTS	x
LIST OF FIGURES	xiv
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xvii

CHAPTER I INTRODUCTION.....	1
1.1 Background of Study	1
1.2 Problem Limitation	10
1.3 Problem Formulation	11
1.4 Objective of the Research	11
1.5 Benefit of the Research	12
1.5.1. Theoretical Benefit	12
1.5.2. Practical Benefit.....	12

CHAPTER II LITERATURE REVIEW AND HYPOTESIS DEVELOPMENT	13
2.1. Theoretical Background	13
2.1.1 Entrepreneurship	13
2.1.2 Marketing	14
2.1.3 Celebrity Endorsement.....	21
2.1.3.1 Definition of Celebrity Endorsement	25
2.1.3.2 Benefit of Celebrity Endorsement	25
2.1.3.3 Indicator of Celebrity Endorsement	27
2.1.4 Brand Image.....	28

2.1.4.1 Definition of Brand Image	28
2.1.4.2 Factors Affect to Brand Image.....	28
2.1.4.3 Indicator of Brand Image.....	29
2.1.5 Social Media Instagram.....	30
2.1.5.1 Definition of Social Media Instagram.....	30
2.1.5.2 Benefit of of Social Media Instagram.....	31
2.1.5.3 Indicator of Social Media Instagram.....	32
2.1.6 Customer Purchase Decision	34
2.1.6.1. Definition of Customer Purchase Decision.....	34
2.1.6.2. Factors Affect to Customer Purchase Decision	35
2.1.6.3. Indicator of Customer Purchase Decision	38
2.1.7 Relationship between Celebrity Endorsement on Customer Purchase Decision	39
2.1.8 Relationship between Brand Image on Customer Purchase Decision ...	39
2.1.9 Relationship between Social Media Instagram on Customer Purchase Decision	40
2.1.10 Relationship between Celebrity Endorsement, Brand Image, and Social Media Instagram on Customer Purchase Decision	40
2.2. Previous Research	41
2.3. Hyphotesis Development	42
2.4. Research Model.....	43
2.5. Framework of Thinking	44
 CHAPTER III RESEARCH METHODOLOGY	 40
3.1. Research Design.....	40
3.2. Population and Sample.....	41
3.2.1. 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	44
3.5. Data Analysis Method.....	47

3.5.1. Test of Research Instrument	47
3.5.2. Descriptive Statistics.....	49
3.5.3. Classical Asumption Test.....	52
3.5.4. Multiple Linear Regression.....	56
3.5.5. Hyphotesis Test.....	57
CHAPTER IV RESEARCH RESULT AND DISCUSSION	60
4.1. General View of Research Object	60
4.1.1. Brief Overview of Fore Coffee	60
4.1.2. Organizational Structure	62
4.2. Research Result.....	65
4.2.1 Test of Research Instrument	65
4.2.1.1 Validity Test.....	66
4.2.1.2 Reliability Test	67
4.2.2 Descriptive Statistics	68
4.2.2.1 Respondent Charateristics	68
4.2.2.2 Explanation of Respondents Answer of Variable	69
4.2.2.3 Mean, Median, Mode, Variance and Standard Deviation.....	76
4.2.3 Result of Data Quality Testing	86
4.2.3.1 Classical Asumption Testing Result	86
4.2.3.2 Multiple Linear Regression Results	91
4.2.4 Result of Hyphotesis Testing.....	92
4.2.4.1 T test	92
4.2.4.2 F Test	94
4.2.4.3 Coefficient of Determination.....	94
4.3. Discussion	95
CHAPTER V CONCLUSION	99
5.1 Conclusion	99
5.2 Recommendation.....	101
5.2.1 Theoretical Implication	101
5.2.2 Managerial Implication	101

5.2.3 Future Researchers.....	103
REFERENCES.....	104



LIST OF FIGURES

Figure 1.1 Celebrity Endorser of Fore Coffee	3
Figure 1.2 Social Media Instagram of Fore Coffee.....	7
Figure 1.3 Engagement Data of Competitor Coffee Shop	8
Figure 2.1 Research Model	43
Figure 2.2 Framework of Thinking.....	44
Figure 4.1 Organizational Structure of Fore Coffee	62
Figure 4.2 Histogram Graph	86
Figure 4.3 Normal Plot Graph.....	87
Figure 4.4 Scatterplot Graph	89

LIST OF TABLES

Table 1.1 Pra Survey of Celebrity Endorsement	4
Table 1.1 Top Brand Ranking of Coffee Shop	5
Table 1.3 Pra Survey of Brand Image	5
Table 1.4 Pra Survey of Social Media Instagram.....	8
Table 1.5 Pra Survey of Purchase Decision	9
Table 2.1 Previous Research	41
Table 3.1 Operational Variable Celebrity Endorsement (X ₁).....	45
Table 3.2 Operational Variable Brand Image (X ₂)	45
Table 3.3 Operational Variable Social media Instagram (X ₃)	45
Table 3.4 Operational Variable Purchase Decision (Y).....	46
Table 3.5 Likert Scale	47
Table 4.1 Validity Test of Celebrity Endorsement	66
Table 4.2 Validity Test of Brand Image.....	66
Table 4.3 Validity Test of Social Media Instagram	66
Table 4.4 Validity Test of Purchase Decision.....	67
Table 4.5 Reliability Test	67
Table 4.6 Charateristics Based on Gender	68
Table 4.7 Charateristics Based on Age.....	68
Table 4.8 Charateristics Based on Buying Frequency	69
Table 4.9 Respondent Answer on Variable Celebrity Endorsement.....	69
Table 4.9 Respondent Answer on Variable Brand Image	71
Table 4.9 Respondent Answer on Variable Social Media Instagram.....	72
Table 4.9 Respondent Answer on Variable Purchase Decision	74
Table 4.13 Interval Class of Celebrity Endorsement	77
Table 4.14 Interval Class of Brand Image.....	77
Table 4.15 Interval Class of Social Media Instagram	77
Table 4.16 Interval Class of Purchase Decision	78
Table 4.17 Mean, Median, Mode, Variance and Std Deviation of Variables	78
Table 4.18 Interval Class for Likert Scale.....	80

Table 4.19 Mean, Median, Mode, Variance and Std Deviation of Celebrity Endorsement.....	80
Table 4.20 Mean, Median, Mode, Variance and Std Deviation of Brand Image ..	81
Table 4.21 Mean, Median, Mode, Variance and Std Deviation of Social Media Instagram.....	83
Table 4.22 Mean, Median, Mode, Variance and Std Deviation of Purchase Decision.....	85
Table 4.24 One Sample Kolmogorov Test	87
Table 4.24 Multicolinearity Test	88
Table 4.25 Glejser Test.....	89
Table 4.26 Linearity Test Celebrity Endorsement to Purchase Decision	90
Table 4.27 Linearity Test Social Media Instagram to Purchase Decision.....	90
Table 4.28 Linearity Test Brand Image to Purchase Decision	91
Table 4.29 Multiple Linear Regression Test	91
Table 4.30 T Test	92
Table 4.31 F Test	94
Table 4.29 Determination Test	95
Table 5.1 Theoretical Implication	101
Table 5.2 Managerial Implication	103

LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output.....	B-1
Appendix C: Data of Respondent Answer from Questionnaire	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: Distribution R Table.....	E-1
Appendix F: Distribution T Table	F-1
Appendix G: Distribution F Table.....	G-1
Appendix H: Documentation	H-1