

DAFTAR ISI

PERNYATAAN KEASLIAN KARYA TUGAS AKHIR	<i>i</i>
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....	<i>ii</i>
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	<i>iii</i>
PERNYATAAN DAN PERSETUJUAN UNGGAH	<i>iv</i>
TUGAS AKHIR	<i>iv</i>
ABSTRAK.....	<i>v</i>
ABSTRACT	<i>vi</i>
KATA PENGANTAR.....	<i>vii</i>
DAFTAR ISI	<i>ix</i>
DAFTAR TABEL	<i>xiv</i>
DAFTAR GAMBAR.....	<i>xvi</i>
DAFTAR LAMPIRAN	<i>xvii</i>
BAB I	<i>1</i>
1.1 Latar Belakang	<i>1</i>
1.2 Pertanyaan Penelitian.....	<i>10</i>
1.3 Tujuan Penelitian.....	<i>11</i>
1.4 Manfaat Penelitian	<i>12</i>
1.5 Sistematika Penelitian	<i>14</i>

BAB II	16
2.1 Dasar Teori.....	16
2.1.1 SOR Teori	16
2.1.2 CBBE Teori	18
2.2 Pengembangan Hipotesis Penelitian.....	19
2.2.1 Pengaruh <i>Digital Storytelling</i> terhadap <i>Customer Engagement</i>	19
2.2.2 Pengaruh <i>Digital Storytelling</i> dengan <i>Customer Knowledge</i>	20
2.2.3 Pengaruh <i>Customer Engagement</i> terhadap <i>Brand Love</i>	21
2.2.4 Pengaruh <i>Customer Knowledge</i> terhadap <i>Brand Love</i>	22
2.2.5 Peran Moderasi <i>Perceived Outcome Quality</i> dalam Hubungan <i>Customer Engagement</i> dan <i>Brand Love</i>	23
2.2.6 Peran Moderasi <i>Perceived Outcome Quality</i> dalam Hubungan <i>Customer Knowledge</i> dan <i>Brand Love</i>	24
2.2.7 Pengaruh <i>Brand Love</i> terhadap <i>Creation of User Generated Content</i>	24
2.2.8 Peran Moderasi <i>Extroversion</i> dalam Hubungan <i>Brand Love</i> dan <i>Creation of User Generated Content</i>	25
2.2.9 Pengaruh <i>Digital Storytelling</i> melalui <i>Customer Engagement</i> dan <i>Brand Love</i> terhadap <i>Creation of User Generated Content</i>	26
2.2.10 Pengaruh <i>Digital Storytelling</i> melalui <i>Customer Knowledge</i> dan <i>Brand Love</i> terhadap <i>Creation of User Generated Content</i>	26
2.3 Rerangka Penelitian.....	27
BAB III	28
3.1 Objek Penelitian.....	28
3.2 Unit Analisis.....	29
3.3 Jenis Penelitian	30

3.4	Operasional Variabel Penelitian.....	31
3.4.1	Pengukuran Variabel	31
3.4.2	Definisi Konseptual dan Operasional Variabel	33
3.5	Populasi dan Sampel.....	38
3.5.1	Besar Sampel	38
3.5.2	Metode Pengambilan Data.....	40
3.6	Metode Pengumpulan Data	40
3.6.1	Data Primer	40
3.6.2	Data sekunder	41
3.7	Metode Analisis Data.....	41
3.7.1	Analisa Model Pada PLS – SEM	43
3.7.1.1	First Stage Outer Model (LOC).....	44
3.7.1.2	Second Stage Outer Model (HOC).....	45
BAB IV	48
4.1	<i>Profil Responden</i>	48
4.1.1	Profil Demografi Responden	48
4.1.2	Profil Perilaku Responden	50
4.2	<i>Analisa Deskriptif Variabel</i>	51
4.2.1	Variabel Digital Storytelling.....	53
4.2.2	Variabel Customer Engagement	56
4.2.3	Variabel Customer Knowledge	58
4.2.4	Variabel Brand Love.....	59

4.2.5	Variabel Perceived Outcome Quality.....	61
4.2.6	Variabel Extroversion Personality	62
4.2.7	Variabel Creation of User Generated Content	64
4.2.8	Analisa Deskriptif Variabel Secara Keseluruhan	66
4.3	Analisa Inferential	68
4.3.1	Analisa First Stage Outer Model.....	70
4.3.2	Analisa Second Stage Outer Model	76
4.3.3	Hasil Inner Model.....	86
4.3.4	Advanced Analytic PLS-SEM	120
4.4	Diskusi	136
BAB V		141
KESIMPULAN DAN PEMBAHASAN.....		141
5.1	Kesimpulan.....	141
5.2	Implikasi Teoritis	142
5.3	Implikasi Manajerial	144
5.4	Keterbatasan dan Saran.....	148
DAFTAR PUSTAKA		150
LAMPIRAN 1. Kuisisioner Penelitian		159
LAMPIRAN 2. Data Setting PLS-SEM Algorithm		171
LAMPIRAN 3. Data Setting PLS-SEM Bootstrapping.....		173
LAMPIRAN 4. Gambar Outer Model First Stage PLS-SEM		174

LAMPIRAN 5. Gambar Outer Model Second Stage PLS-SEM 175

LAMPIRAN 6. Gambar Inner Model PLS-SEM 176

LAMPIRAN 7. Hasil Uji Reliability dan Validity PLS-SEM 177

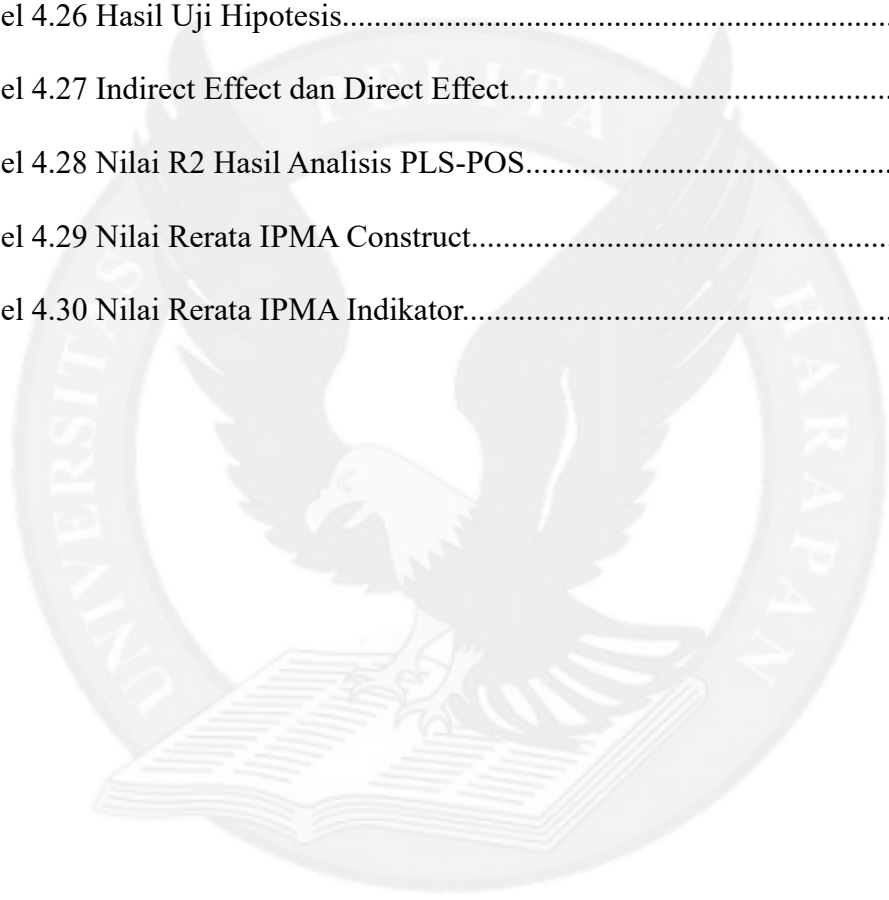
LAMPIRAN 8. Hasil Uji Bootstrapping PLS-SEM..... 179



DAFTAR TABEL

Tabel 1.1 Pertumbuhan Beauty & Personal Care di Indonesia.....	2
Tabel 1.2 Preferensi Konsumen Terhadap Brand Lokal.....	3
Tabel 1.3 Peningkatan Pengguna Internet.....	7
Tabel 3.1 Definisi Konsptual dan Operasional Variabel.....	31
Tabel 4.1 Profil Demografi Respoden.....	45
Tabel 4.2 Profil Perilaku Responden.....	47
Tabel 4.3 Kategori Jawaban Responden.....	49
Tabel 4.4 Deskriptif Variabel Digital Storytelling.....	50
Tabel 4.5 Deskriptif Variabel Customer Engagement.....	53
Tabel 4.6 Deskriptif Variabel Customer Knowledge.....	55
Tabel 4.7 Deskriptif Variabel Brand Love.....	57
Tabel 4.8 Deskriptif Variabel Perceived Outcome Quality.....	58
Tabel 4.9 Deskriptif Variabel Extroversion Personality.....	60
Tabel 4.10 Deskriptif Variabel Creation of User Generated Content.....	62
Tabel 4.11 Deskripsi Variabel Secara Keseluruhan.....	63
Tabel 4.12 Post Hoc Minimum Sample	65
Tabel 4.13 Hasil Outer Loading.....	68
Tabel 4.14 Construct Reliability First Stage.....	70
Tabel 4.15 Convergent Validity First Stage	71
Tabel 4.16 Nilai Rasio Heterotrait/Monotrait.....	72
Tabel 4.17 Hasil <i>Outer Loading Second Stage</i>	76
Tabel 4.18 <i>Construct Reliability Second Stage</i>	78
Tabel 4.19 <i>Construct Validity Second Stage</i>	80

Tabel 4.20 Nilai Rasio <i>Heterotrait/Monotrait Second Stage</i>	81
Tabel 4.21 Inner Variance Inflation Factor (VIF).....	86
Tabel 4.22 Nilai R-square.....	88
Tabel 4.23 Nilai f-square.....	89
Tabel 4.24 Nilai Q2 Predict.....	92
Tabel 4.25 Nilai Cross – Validated Predictive Ability (CVPAT).....	94
Tabel 4.26 Hasil Uji Hipotesis.....	96
Tabel 4.27 Indirect Effect dan Direct Effect.....	114
Tabel 4.28 Nilai R2 Hasil Analisis PLS-POS.....	118
Tabel 4.29 Nilai Rerata IPMA Construct.....	126
Tabel 4.30 Nilai Rerata IPMA Indikator.....	129



DAFTAR GAMBAR

Gambar 2.1 Kerangka Konseptual Penelitian.....	27
Gambar 3.1 Perhitungan Jumlah Sampel Minimal dengan G*Power.....	39
Gambar 4.1 <i>First Stage Outer Model</i>	68
Gambar 4.2 <i>Second Stage Outer Model</i>	74
Gambar 4.3 <i>Second Stage Inner Model – Bootstrapping</i>	84
Gambar 4.4 Simple Slope Variabel Moderasi <i>Customer Engagement</i>	104
Gambar 4.5 Simple Slope Variabel Moderasi <i>Customer Knowledge</i>	106
Gambar 4.4 Simple Slope Variabel Moderasi <i>Extroversion</i>	109
Gambar 4.5 PLS-POS Segmen1.....	121
Gambar 4.6 PLS-POS Segmen2.....	123
Gambar 4.7 IPMA Construct.....	128
Gambar 4.8 IPMA Indikator.....	132

DAFTAR LAMPIRAN

LAMPIRAN 1. Kuisioner Penelitian

LAMPIRAN 2. Data Setting PLS-SEM Algorithm

LAMPIRAN 3. Data Setting PLS-SEM Bootstraping

LAMPIRAN 4. Gambar Outer Model First Stage PLS-SEM 169

LAMPIRAN 5. Gambar Outer Model Second Stage PLS-SEM 170

LAMPIRAN 6. Gambar Inner Model PLS-SEM

LAMPIRAN 7. Hasil Uji Reliability dan Validity PLS-SEM

LAMPIRAN 8. Hasil Uji Bootstraping PLS-SEM

LAMPIRAN 9. Uji Hasil Turn It In

