

TABLE OF CONTENTS

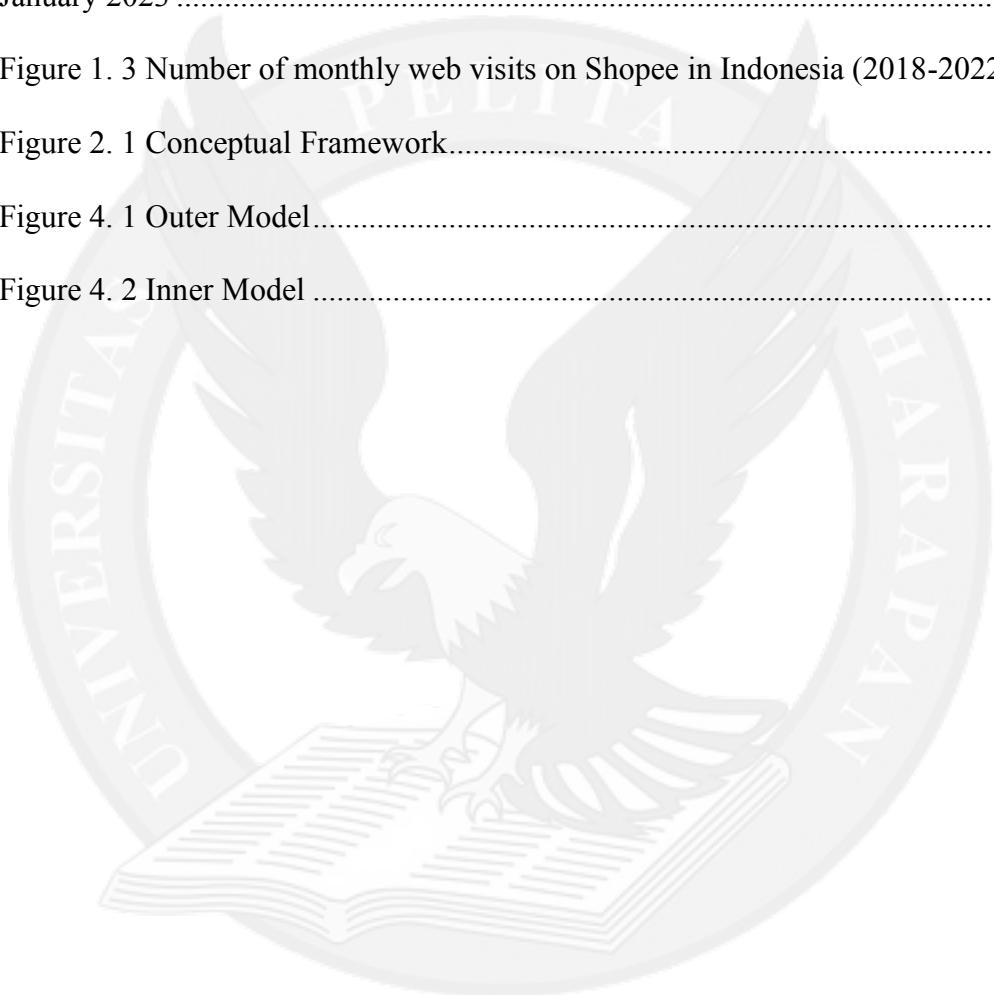
THESIS	i
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ACKNOWLEDGEMENTS	vi
LIST OF FIGURES	x
LIST OF TABLES	xi
CHAPTER I INTRODUCTION.....	1
1.1 Research Background	1
1.2 Problem Statement	9
1.3 Research Questions	12
1.4 Research Objectives	13
1.5 Research Contributions	13
1.5.1 Theoretical Contributions.....	13
1.5.2 Practical Contributions	14
1.6 Research Scope	14
1.7 Research Outline	15
CHAPTER II LITERATURE REVIEW.....	17
2.1 Stimulus-Organism-Response (SOR) Model.....	17
2.2 Social Media Marketing Activities (SMMA)	18
2.2.1 Interaction.....	18
2.2.2 Entertainment	19
2.2.3 Customization.....	19
2.2.4 Trendiness.....	20
2.2.5 Word of Mouth	20
2.3 Relationship Quality	21
2.4 Commitment.....	21
2.5 Trust	22
2.6 Satisfaction.....	22
2.7 Customer Loyalty	23
2.8 Relationship between Variables	23
2.8.1 Effect of Social Media Marketing Activities on Commitment.....	24
2.8.2 Effect of Social Media Marketing Activities on Trust	24
2.8.3 Effect of Social Media Marketing Activities on Satisfaction.....	25
2.8.4 Effect of Commitment on Customer Loyalty	25
2.8.5 Effect of Trust on Customer Loyalty.....	26

2.8.6	Effect of Satisfaction on Customer Loyalty	26
2.8.7	Direct Effect of Social Media Marketing Activities on Customer Loyalty.....	27
2.9	Conceptual Framework	27
2.10	Importance-Performance Matrix Analysis	28
CHAPTER III RESEARCH METHODOLOGY		29
3.1	Object of Research	29
3.2	Type of Research	29
3.3	Research Paradigm.....	30
3.4	Research Design.....	30
3.5	Population	31
3.6	Sampling Design and Sample	31
3.6.1	Sample Size	32
3.7	Unit Analysis.....	33
3.8	Variables	33
3.9	Conceptual and Operational Definitions	35
3.10	Data Collection	38
3.11	Measurement Scales.....	39
3.12	Software Analysis	40
3.13	Data Analysis	40
3.13.1	Descriptive Statistics	40
3.13.2	Inferential Statistics	41
3.13.3	Data Analysis Method – Multivariate Analysis.....	41
3.13.4	Measurement Model (Outer Model).....	41
3.13.4.1	Indicator Reliability (Outer Loading).....	42
3.13.4.2	Construct Reliability (Cronbach's Alpha and Composite Reliability).....	42
3.13.4.3	Convergent Validity (AVE)	43
3.13.4.4	Discriminant Validity (Fornell-Larcker criterion)	43
3.13.5	Structural Model (Inner Model).....	44
3.13.5.1	Multicollinearity VIF	44
3.13.5.2	Determinant Coefficient R-Squared.....	44
3.13.5.3	Effect Size F-Squared.....	45
3.13.5.4	Predictive Relevance Q-Squared.....	45
3.13.5.5	Hypothesis Testing	46
3.14	Pre-Test	46
3.14.1	Validity in Pre-Test.....	46
3.14.2	Construct Reliability in Pre-Test	49
CHAPTER IV DATA ANALYSIS AND DISCUSSION		51
4.1	Respondent Profile	51
4.1.1	Gender	52
4.1.2	Age	52
4.1.3	Education.....	53
4.1.4	Daily Social Media Usage	54

4.1.5	Frequency of Shopee Usage	54
4.2	Actual Test	55
4.3	Descriptive Statistics	56
4.3.1	Descriptive Statistics Social Media Marketing Activities (SMMA)	56
4.3.1.1	Descriptive Statistics for the Interaction Dimension	58
4.3.1.2	Descriptive Statistics for the Entertainment Dimension	58
4.3.1.3	Descriptive Statistics for the Customization Dimension.....	59
4.3.1.4	Descriptive Statistics for the Trendiness Dimension	59
4.3.1.5	Descriptive Statistics for the Word of Mouth Dimension	60
4.3.2	Descriptive Statistics Commitment (RC)	61
4.3.3	Descriptive Statistics Satisfaction (RS).....	62
4.3.4	Descriptive Statistics Trust (RT).....	63
4.3.5	Customer Loyalty	64
4.4	Inferential Statistics.....	65
4.5	Measurement Model (Outer Model)	65
4.5.1	Outer Loadings	66
4.5.2	Construct Reliability.....	68
4.5.3	Convergent Validity	69
4.5.4	Discriminant Validity (Fornell-Larcker criterion).....	71
4.6	Structural Model (Inner Model)	72
4.6.1	Multicollinearity VIF	72
4.6.2	Determinant Coefficient (R-squared).....	73
4.6.3	Effect Size (F-squared).....	74
4.6.4	Predictive Relevance (Q-squared).....	76
4.6.5	Research Hypothesis Test Result (Direct Effect)	77
4.6.5.1	Hypothesis Analysis.....	78
CHAPTER V CONCLUSION AND RECOMMENDATION		82
5.1	Conclusion	82
5.2	Managerial Implications	85
5.3	Research Limitations.....	86
References	89	
Appendix 1 - Questionnaire	98	
Appendix 2 - Pre-test Data	106	
Appendix 3 - Actual Test Data.....	109	

LIST OF FIGURES

Figure 1. 1 Number of users of e-commerce in Indonesia from 2020 to 2029	1
Figure 1. 2 Countries with the largest digital populations in the world as of January 2023	3
Figure 1. 3 Number of monthly web visits on Shopee in Indonesia (2018-2022)..	7
Figure 2. 1 Conceptual Framework.....	27
Figure 4. 1 Outer Model.....	65
Figure 4. 2 Inner Model	72



LIST OF TABLES

Table 3. 1 Conceptual and Operational Definition	35
Table 3. 2 Interval Points	40
Table 3. 3 Outer Loadings in Pre-Test	47
Table 3. 4 AVE Results in Pre-Test.....	48
Table 3. 5 Fornell-Larcker Results in Pre-Test.....	49
Table 3. 6 Reliability Results in Pre-test.....	49
Table 4. 1 Gender Distribution (Questionnaire)	52
Table 4. 2 Age Distribution (Questionnaire).....	52
Table 4. 3 Level of Education (Questionnaire).....	53
Table 4. 4 Daily Social Media Usage (Questionnaire)	54
Table 4. 5 Frequency of Shopee Usage (Questionnaire).....	54
Table 4. 6 Descriptive Variable SMMA	56
Table 4. 7 Descriptive Variable RC	61
Table 4. 8 Descriptive Variable RS.....	62
Table 4. 9 Descriptive Variable RT	63
Table 4. 10 Descriptive Variable CL	64
Table 4. 11 Outer Loadings Values in Actual Test	66
Table 4. 12 Construct Reliability Values in Actual Test	68
Table 4. 13 Convergent Validity Values in Actual Test	70
Table 4. 14 Fornell- Larcker criterion (Flc) in Actual Test	71
Table 4. 15 VIF Inner Model Actual Test Data	73
Table 4. 16 R-squared Results from Actual Data	74

Table 4. 17 F-Squared Results from Actual Data	75
Table 4. 18 Q-Squared Results from Actual Data.....	76
Table 4. 19 Hypothesis Testing (Direct Effects).....	77

