

TABLE OF CONTENTS

page

COVER PAGE

TITLE PAGE.....i

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....ii

APPROVAL PAGE BY SKRIPSI ADVISOR.....iii

APPROVAL PAGE BY SKRIPSI DEFENSE COMMITTEE.....iv

ABSTRACT.....v

ABSTRAK.....vi

PREFACE.....vii

TABLE OF CONTENTS.....x

LIST OF FIGURES.....xv

LIST OF TABLES.....xvi

LIST OF APPENDICES.....xvii

CHAPTER I INTRODUCTION.....1

1.1 Background of the Study.....1

1.2 Problem Limitation.....11

1.3 Problem Formulation.....11

1.4 Objective of the Research.....12

1.5 Benefit of the Research.....12

1.5.1 Theoretical Benefit.....12

1.5.2 Practical Benefit.....13

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	14
2.1 Digital Marketing.....	14
2.1.1 Definition and Concepts of Digital Marketing.....	14
2.1.2 Development of Digital Marketing in the Food and Beverage Industry.....	15
2.1.3 Digital Marketing Strategies in the Bakery Industry.....	16
2.1.4 The Role of Digital Marketing in Influencing Consumer Behavior.....	17
2.2 Digital Ordering Systems.....	19
2.2.1 Definition and Concepts of Digital Ordering Systems.....	19
2.2.2 Types of Digital Ordering Systems (Mobile Application, Website, Social Media Ordering).....	20
2.2.3 Characteristics of Effective Digital Ordering Systems.....	20
2.2.4 Benefits of Digital Ordering Systems for Businesses and Consumers.....	23
2.2.5 Challenges in Implementing Digital Ordering Systems in the Bakery Industry.....	24
2.2.6 Technology Acceptance Model (TAM) in the Adoption of Digital Ordering Systems.....	26
2.3 Customer Convenience.....	28
2.3.1 Definition and Concept of Customer Convenience.....	28
2.3.2 Dimensions of Customer Convenience.....	29
2.3.3 Factors Influencing Customer Convenience in Digital Contexts.....	31
2.3.4 Relationship Between Customer Convenience, Satisfaction, and Loyalty.....	32

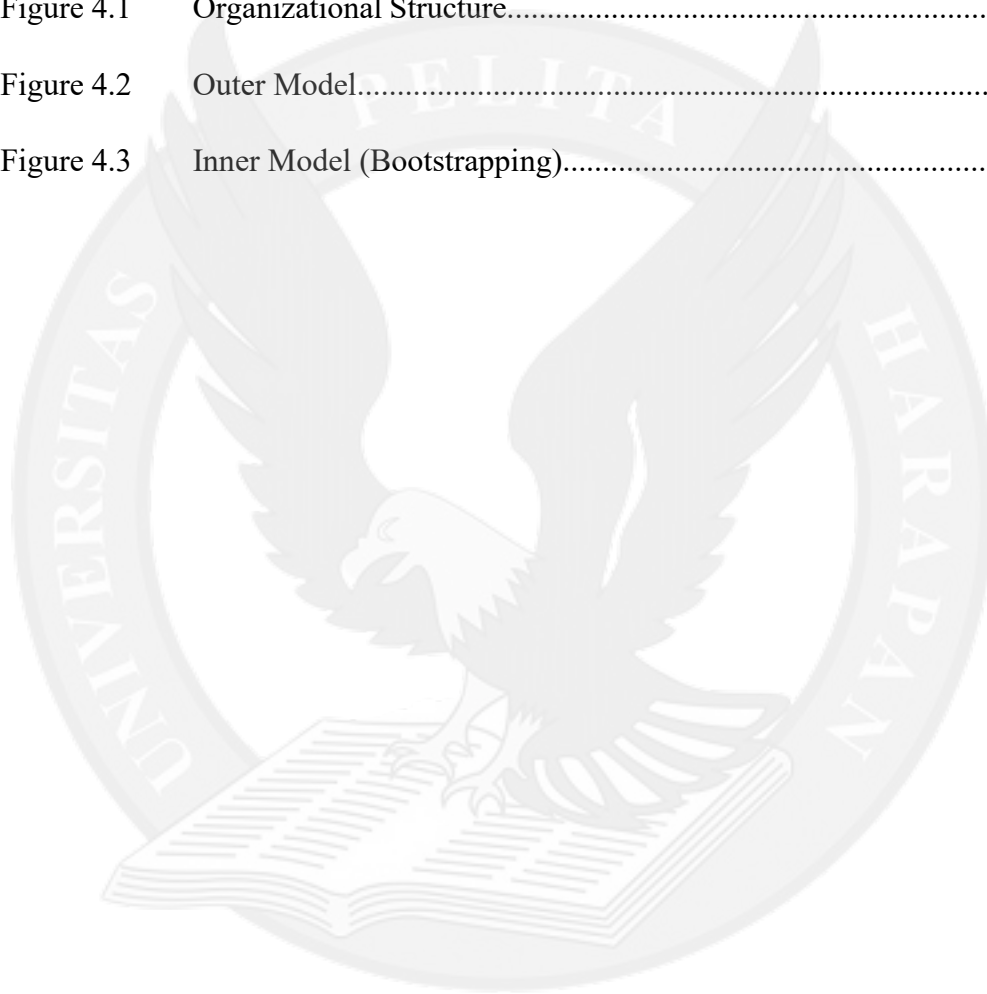
2.3.5 Service Convenience Theory in Bakery Business Context.....	33
2.4 Brand Interaction.....	34
2.4.1 Definition and Concept of Brand Interaction.....	34
2.4.2 Types of Brand Interaction in Digital Environments.....	35
2.4.3 Dimensions of Brand Interaction.....	36
2.4.4 Role of Brand Interaction in Building Consumer Relationships.....	37
2.4.5 Social Media Engagement as a Form of Brand Interaction.....	38
2.4.6 Customer Engagement Theory in Digital Brand Interaction Context.....	38
2.5 Purchase Intention.....	39
2.5.1 Definition and Concept of Purchase Intention.....	39
2.5.2 Factors Influencing Consumer Purchase Intention.....	40
2.5.3 Purchase Decision-Making Process.....	42
2.5.4 Theory of Planned Behavior in Purchase Intention Context.....	43
2.5.5 Measurement of Purchase Intention in Marketing Research.....	44
2.5.6 Relationship Between Purchase Intention and Actual Purchase Behavior.....	45
2.6 Previous Research.....	46
2.7 Hypothesis Development.....	49
2.8 Research Model.....	50
2.9 Framework of Thinking.....	53
CHAPTER III RESEARCH METHODOLOGY.....	54
3.1 Research Design.....	54
3.2 Population and Sample.....	54
3.3 Data Collection Method.....	56
3.4 Operational Variable Definition and Variable Measurement.....	57

3.5 Data Analysis Method.....	58
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	61
4.1 General View of Majestyk Bakery.....	61
4.1.1 Brief History of Majestyk Bakery.....	61
4.1.2 Organizational Structure of Majestyk Bakery.....	63
4.2 Research Result.....	67
4.2.1 Characteristics of Respondents.....	67
4.2.2 Descriptive Statistic.....	69
4.2.3 Result of Data Quality Testing.....	74
4.2.4 Result of Hypothesis Testing.....	80
4.3 Discussion.....	85
4.3.1 Influence of Digital Ordering Systems On Purchase Intention at Majestyk Bakery Gatot Subroto Medan.....	85
4.3.2 Influence of Customer Convenience On Purchase Intention at Majestyk Bakery Gatot Subroto Medan.....	91
4.3.3 Influence of Brand Interaction On Purchase Intention at Majestyk Bakery Gatot Subroto Medan.....	95
4.3.4 The Simultaneous Influence of Digital Ordering Systems, Customer Convenience and Brand Interaction on Purchase Intention at Majestyk Bakery Gatot Subroto Medan.....	99
CHAPTER V CONCLUSION.....	102
5.1 Conclusion for Hypothesis	105
5.1.1.1 The Beneficial Impact of Digital Ordering Systems on Purchase Intention.....	105
5.1.1.2 The Beneficial Impact of Customer Convenience on Purchase	

Intention.....	106
5.1.1.3 The Beneficial Impact of Brand Interaction on Purchase Intention.....	106
5.1.1.4 The Beneficial Impact of Digital Ordering Systems, Customer Convenience, and Brand Interaction on Purchase Intention.....	107
5.2 Recommendation.....	108
5.2.1 Theoretical Implications.....	108
5.2.2 Managerial Implications.....	109
REFERENCES.....	111

LIST OF FIGURES

	page
Figure 2.8 Research Model.....	51
Figure 2.9 Framework of Thinking.....	53
Figure 4.1 Organizational Structure.....	66
Figure 4.2 Outer Model.....	75
Figure 4.3 Inner Model (Bootstrapping).....	80



LIST OF TABLES

	page
Table 1.1 Chart Bakery Operational Scale in Percentage (%).....	1
Table 1.2 Chart Medan Religion Population by Census 2020.....	2
Table 1.3 Previous Research.....	45
Table 3.1 Definition of Operational Variables.....	57
Table 4.1 Characteristics of Respondents by Gender.....	67
Table 4.2 Characteristics of Respondents by Age.....	68
Table 4.3 Characteristics of Respondents by Jobs.....	68
Table 4.4 Characteristics of Respondents by Monthly Income.....	69
Table 4.5 The Interval Class.....	70
Table 4.6 Descriptive Statistic.....	70
Table 4.7 Construct Reliability and Validity.....	77
Table 4.8 Fornell-Larcker Criterion.....	78
Table 4.9 Heterotrait-Monotrait Ratio (HTMT).....	79
Table 4.10 Path Coefficients.....	81
Table 4.11 f Square.....	83
Table 4.12 R Square.....	84
Table 4.13 Q Square.....	84
Table 4.14 Comparison with Previous Research (X ₁).....	90
Table 4.15 Comparison with Previous Research (X ₂).....	94
Table 4.16 Comparison with Previous Research (X ₃).....	97

LIST OF APPENDICES

	page
APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: DATA OF RESPONDENT ANSWER FROM DIGITAL ORDERING SYSTEMS VARIABLE.....	B-1
APPENDIX C: DATA OF RESPONDENT ANSWER FROM CUSTOMER CONVENIENCE VARIABLE.....	C-1
APPENDIX D: DATA OF RESPONDENT ANSWER FROM BRAND INTERACTION VARIABLE.....	D-1
APPENDIX E: DATA OF RESPONDENT ANSWER FROM PURCHASE INTENTION VARIABLE.....	E-1
APPENDIX F: PRE-TEST DATA OF RESPONDENT FROM DIGITAL ORDERING SYSTEMS VARIABLE.....	F-1
APPENDIX G: PRE-TEST DATA OF RESPONDENT FROM CUSTOMER CONVENIENCE VARIABLE.....	G-1
APPENDIX H: PRE-TEST DATA OF RESPONDENT FROM BRAND INTERACTION VARIABLE.....	H-1
APPENDIX I: PRE-TEST DATA OF RESPONDENT FROM PURCHASE INTENTION VARIABLE.....	I-1
APPENDIX J: PLS-SEM (SMARTPLS 3) OUTPUT RESULT.....	J-1
APPENDIX K: APPROVAL LETTER FROM MAJESTYK BAKERY GATOT SUBROTO MEDAN.....	K-1
APPENDIX L: MAJESTYK BAKERY GATOT SUBROTO STORE....	L-1
APPENDIX M: TURNITIN REPORT.....	M-1