

# TABLE OF CONTENTS

<b>APPROVAL PAGE .....</b>	<b>i</b>
<b>STATEMENT SHEET .....</b>	<b>ii</b>
<b>PREFACE.....</b>	<b>iii</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>TABLE OF CONTENTS .....</b>	<b>1</b>
<b>LIST OF TABLES .....</b>	<b>xii</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF ATTACHMENTS.....</b>	<b>xiv</b>
<b>CHAPTER I .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1. Research Object Description.....	1
1.1.1. Sociolla Company Profile .....	1
1.1.2. Company Logo.....	4
1.1.3. Vision and Mission .....	4
1.1.4. Company Products/Services .....	5
1.2. Research Background .....	5
1.3. Problem Statement .....	17
1.4. Research Objectives .....	18
1.5. Research Benefits.....	18
1.6. Location and Time of Research .....	19
1.6.1. Location of Research .....	19
1.6.2. Time and Period of Research.....	19
1.7. Systematic Writing Research.....	19
<b>CHAPTER II.....</b>	<b>20</b>

<b>LITERATURE REVIEW .....</b>	<b>20</b>
2.1. Marketing .....	20
2.1.1. Definition of Marketing Management .....	21
2.1.2. Marketing Functions .....	22
2.2. Retail Management .....	22
2.3. Retail Marketing .....	24
2.4. Multichannel Retail.....	25
2.5. Multichannel Integration.....	27
2.5.1. Implementation of Multichannel Integration .....	28
2.5.2. Dimension of Multichannel Integration .....	29
2.6. Consumer Behaviour .....	30
2.7. Purchase Decision Process.....	31
2.8. Purchase Intention.....	33
2.9. Repurchase Intention .....	35
2.9.1. Dimension of Repurchase Intention.....	36
2.10. Customer Loyalty.....	37
2.10.1. Factors affecting Customer Loyalty.....	37
2.11. Online Customer Loyalty.....	39
2.11.1. Dimension of Online Customer Loyalty .....	40
2.12. Offline Customer Loyalty .....	40
2.12.1. Dimension of Offline Customer Loyalty .....	41
2.13. Trust.....	42
2.13.1. Dimension of Trust .....	43
2.14. Relationship Multichannel Integration to Customer Loyalty .....	44
2.15. Relationship Trust to Online and Offline Customer Loyalty.....	44
2.16. Relationship Online and Offline Customer Loyalty to Repurchase Intention	45
2.17. Relationship Multichannel Integration to Repurchase Intention through Online and Offline Customer Loyalty and Trust.....	45

2.18.	Previous Research .....	47
2.19.	Framework .....	53
2.20.	Research Hypothesis .....	55
2.21.	Research Scope .....	55
2.21.1.	Research Variables.....	55
2.21.2.	Location and Object of Research.....	55
<b>CHAPTER III</b>	<b>.....</b>	<b>56</b>
<b>RESEARCH METHOD</b>	<b>.....</b>	<b>56</b>
3.1.	Type of Research .....	56
3.2.	Operational Variable and Measurement Scale.....	57
3.2.1.	Operationalization Variable .....	57
3.2.2.	Measurement Scale .....	60
3.2.3.	Research Stages .....	60
3.3.	Population and Sample .....	61
3.3.1.	Population .....	61
3.3.2.	Sample.....	62
3.3.3.	Sampling Techniques.....	62
3.4.	Data Collection Technique .....	63
3.4.1.	Data Source.....	63
3.5.	Validity and Reliability Test.....	64
3.5.1.	Validity Test.....	64
3.5.2.	Reliability Test.....	66
3.6.	Data Analysis Technique .....	69
3.6.1.	Descriptive Analysis .....	69
3.6.2.	Structural Equation Models .....	70
3.6.3.	Normality Test .....	71
3.6.4.	Chi-square ( $\chi^2$ ).....	71
3.6.5.	Goodness-of-fit Index (GFI).....	72
3.6.6.	Normed Fit Index (NFI).....	72
3.6.7.	Comparative Fit Index (CFI) .....	72

3.6.8. Tucker Lewis Index (TLI) .....	72
3.6.9. Root Mean Square Error of Approximation (RMSEA).....	72
3.6.10. Hypothesis Test.....	73
3.6.11. Squared Multiple Correlation .....	73
<b>CHAPTER IV.....</b>	<b>74</b>
<b>ANALYSIS RESULT AND DISCUSSION .....</b>	<b>74</b>
4.1. Respondent's Characteristics .....	74
4.1.1. Respondent's Characteristics based on Gender .....	74
4.1.2. Respondent's Characteristics based on Age .....	75
4.1.3. Respondent's Characteristics based on Occupation .....	76
4.1.4. Respondent's Characteristics based on Beauty Product Monthly Spending .....	77
4.1.5. Respondent's Characteristics based on Purchased at Sociolla for the last 3 months.....	78
4.2. Descriptive Analysis .....	78
4.2.1. Respondents' Responses Regarding Multichannel Integration (X1).....	78
4.2.2. Respondents' Responses Regarding Trust (X2) .....	82
4.2.3. Respondents' Responses Regarding Offline Customer Loyalty (Y1) ...	84
4.2.4. Respondents' Responses Regarding Online Customer Loyalty (Y2)....	86
4.2.5. Respondents' Responses Regarding Repurchase Intention (Z) .....	88
4.3. Research Result.....	90
4.3.1. Structural Model Test .....	90
4.3.2. Normality Test .....	91
4.3.3. Hypothesis Test.....	92
4.3.4. Squared Multiple Correlation .....	93
4.4. Discussion of Research Result.....	96
<b>CHAPTER V .....</b>	<b>100</b>
<b>CONCLUSIONS AND SUGGESTIONS .....</b>	<b>100</b>
5.1. Conclusions.....	100
5.2. Suggestions .....	101
5.2.1. Practical Suggestions .....	101
5.2.2. Theoretical Suggestions .....	102

<b>BIBLIOGRAPHY .....</b>	<b>103</b>
<b>ATTACHMENT .....</b>	<b>108</b>