

TABLE OF CONTENT

APPROVAL SHEET	I
STATEMENT SHEET	II
PREFACE	III
ABSTRAK	IV
ABSTRACT	V
TABLE OF CONTENT	VI
LIST OF FIGURE	IX
LIST OF TABLE	X
CHAPTER 1	1
INTRODUCTION	1
1.1 RESEARCH OVERVIEW	1
1.1.1 <i>Company Profile</i>	1
1.2.1 <i>Products</i>	2
<i>Source (Scarlettwhitening.com)</i>	5
1.2 RESEARCH BACKGROUND.....	5
1.3 PROBLEM FORMULATION.....	11
1.4 RESEARCH QUESTION	12
1.5 RESEARCH PURPOSE	13
1.6 RESEARCH BENEFITS	13
1.6.1 <i>Theoretical Use</i>	13
1.6.2 <i>Practical Use</i>	14
1.7 SYSTEMATICAL WRITING.....	14
1.8 RESEARCH SCOPE	14
CHAPTER 2	15
LITERATURE REVIEW	15
2.1 THEORY BASED ON RESEARCH	15
2.1.1 <i>Marketing</i>	15
2.1.2 <i>Digital Marketing</i>	15
2.1.4 <i>Social Media Influencer</i>	16
2.1.5 <i>Brand</i>	18
2.1.5.1 <i>Brand Equity</i>	19
2.1.6 <i>Brand Awareness</i>	20
2.1.7 <i>Purchase Intention</i>	22
2.1.8 <i>Gen Z</i>	23
2.2 PREVIOUS RESEARCH	24
2.3 THEORITICAL FRAMEWORK	32

2.4	RESEARCH HYPOTHESIS.....	34
CHAPTER 3.....		36
RESEARCH METHOD.....		36
3.1	RESEARCH CHARACTERISTIC	36
3.2	OPERATIONAL VARIABLE	37
3.2.1	<i>Table of Operational Variables</i>	38
3.2.2	<i>Measuring Scale</i>	44
3.3	RESEARCH STAGE	44
3.4	POPULATION AND SAMPLE.....	46
3.4.1	<i>Population</i>	46
3.4.2	<i>Sample</i>	46
3.5	DATA COLLECTION TECHNIQUES.....	48
3.5.1	<i>Primary Data Collection</i>	48
3.5.2	<i>Secondary Data Collection</i>	48
3.6	DATA VALIDATION & REALIBILITY	48
3.6.1	<i>Validity Test</i>	49
3.6.2	<i>Reliability Test</i>	50
3.7	DATA ANALYSIS TECHNIQUE.....	51
3.7.1	<i>SEM Analysis (Structural Equation Modeling)</i>	51
3.7.1.1	<i>Partial Least Square (PLS) Data Analysis Model</i>	51
3.7.1.2	<i>Measurement Model or Outer Model</i>	52
3.7.1.3	<i>Structural Model or Inner Model</i>	53
3.8	DECSRIPTIVE ANALYSIS.....	53
3.8.1	GOODNESS-OF-FIT TEST	54
3.9	HYPOTHESIS TESTING	55
CHAPTER IV		57
RESULTS & DISCUSSION		57
4.1	RESPONDENTS CHARACTERISTICS	57
4.1.1	<i>Respondent Characteristics by Gender</i>	57
4.1.2	<i>Characteristics of Respondents Based on Age</i>	58
4.1.3	<i>Characteristics of Respondents Based on Occupation</i>	58
4.1.4	<i>Characteristics of Respondents Based on Montly Income</i>	59
4.2	RESEARCH RESULT	59
4.2.1	<i>Descriptive Analysis</i>	59
4.3	MEASUREMENT MODEL TEST (OUTER MODEL).....	64
4.3.1	<i>Convergent Validity</i>	65
4.3.2	<i>Discriminant Validity</i>	67
4.2.7	<i>Goodness of Fit Test (GoF)</i>	72
4.3	DISCUSSION OF RESEARCH RESULTS.....	73
4.3.1	<i>Discussion for Descriptive Analysis</i>	73
CHAPTER V		77
CONCLUSION AND SUGGESTION		77

5.1 CONCLUSION.....	77
5.2 SUGGESTION.....	81
5.2.1 <i>Suggestion for Company (Practical)</i>	81
<i>Suggestion for Future Research (Theoretical)</i>	81
REFERENCES	83
APPENDIX 1.....	86
APPENDIX II : VALIDITY AND RELIABILITY USING SPSS	92
VALIDITY TEST	92
APPENDIX III : SPSS.....	94
REALIBILITY TEST	94