

DAFTAR ISI

HALAMAN PENGESAHAN	i
HALAMAN PERNYATAAN	ii
KATA PENGANTAR	iii
ABSTRAK	v
ABSTRACT	vi
DAFTAR ISI	vii
DAFTAR TABEL	xii
DAFTAR GAMBAR	xiv
BAB I	1
PENDAHULUAN	1
1.1 Gambaran Umum Objek Penelitian	1
1.1.1 Lemonilo.....	1
1.1.2 NCT Dream	2
1.2 Latar Belakang Penelitian	3
1.3 Perumusan Masalah.....	12
1.4 Pertanyaan Penelitian	13
1.5 Tujuan Penelitian.....	14
1.6 Manfaat Penelitian.....	15
1.7 Sistematika Penulisan Tugas Akhir.....	15
BAB II	17
TINJAUAN PUSTAKA DAN KERANGKA PEMIKIRAN	17
2.1 Tinjauan Pustaka	17
2.1.1 Pemasaran	17
2.1.2 <i>Attitude-behavioural relation</i>	17

2.1.3 <i>Celebrity Endorsement</i>	19
2.1.4 Brand Credibility	21
2.1.5 <i>Purchase Intention</i>	22
2.1.5 Sikap Konsumen.....	23
2.2 Hubungan Antar Variabel	24
2.2.1 Hubungan antara <i>Endorser Credibility</i> dengan <i>Attitude towards Brand Credibility</i>	24
2.2.2 Hubungan antara <i>Endorser Credibility</i> dengan <i>Attitude towards Brand</i>	24
2.2.3 Hubungan antara <i>Brand Credibility</i> dengan <i>Attitude towards Brand Credibility</i>	25
2.2.4 Hubungan antara <i>Brand Credibility</i> dengan <i>Attitude towards Brand</i>	25
2.2.5 Hubungan antara <i>Attitude towards Brand Credibility</i> dan <i>Attitude towards Brand dengan Purchase Intention</i>	25
2.3 Penelitian Terdahulu	26
2.3.1 Jurnal Internasional.....	29
2.3.2 Jurnal Nasional	32
2.4 Kerangka Pemikiran	35
2.5 Hipotesis Penelitian.....	37
2.5.1 Pengaruh <i>Endorser Credibility</i> terhadap <i>Attitudes toward Brand Credibility</i>	37
2.5.2 Pengaruh <i>Endorser Credibility</i> terhadap <i>Attitudes toward Brand</i>	38
2.5.3 Pengaruh <i>Brand Credibility</i> terhadap <i>Attitudes toward Brand Credibility</i>	38
2.5.4 Pengaruh <i>Brand Credibility</i> terhadap <i>Attitudes toward Brand</i>	39
2.5.5 Pengaruh <i>Attitudes towards Brand Credibility</i> terhadap <i>Purchase Intention</i>	39
2.5.6 Pengaruh <i>Attitudes towards Brand</i> terhadap <i>Purchase Intention</i>	39
2.5.7 Pengaruh <i>Endorser Credibility & Brand Credibility</i> terhadap Purchase Intention melalui <i>Attitude toward Brand Credibility & Attitude towards Brand</i>	40

BAB III.....	41
METODE PENELITIAN.....	41
3.1 Jenis Penelitian	41
3.2 Operasional Variabel.....	42
3.3 Skala Pengukuran	46
3.4 Tahapan Penelitian	47
3.5 Populasi dan Sampel	49
3.5.1 Populasi	49
3.5.2 Sampel	49
3.6 Pengumpulan Data dan Sumber Data.....	51
3.6.1 Jenis Data.....	51
3.6.2 Teknik Pengumpulan Data	51
3.7 Uji Validitas dan Reliabilitas Data.....	51
3.7.1 Uji Validitas.....	51
3.7.2 Uji Reliabilitas	53
3.8 Teknik Analisis	55
3.8.1 Analisis Deskriptif	55
3.8.2 Analisis Structural Equation Modeling (SEM).....	57
3.8.2.1 Model Pengukuran (Outer Model).....	58
3.8.2.2 Model Struktural (<i>Inner Model</i>).....	60
3.8.2.3 Pengujian Hipotesis	62
3.8.2.4 Important and Performance Matrix Analysis (IPMA)	64
BAB IV.....	65
HASIL PENELITIAN DAN PEMBAHASAN	65
4.1 Karakteristik Responden	65
4.1.1 Karakteristik Responden Berdasarkan Jenis Kelamin	66

4.1.2 Karakteristik Responden Berdasarkan Usia	67
4.1.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir	68
4.1.4 Karakteristik Responden Berdasarkan Pekerjaan	69
4.1.5 Karakteristik Responden Berdasarkan Pendapatan Bulanan	70
4.1.6 Karakteristik Responden Berdasarkan Domisili.....	71
4.2 Hasil Penelitian	72
4.2.1 Analisis Deskriptif	72
4.2.1.1 Analisis Deskriptif <i>Endorser Credibility</i>	72
4.2.1.2 Analisis Deskriptif <i>Brand Credibility</i>	73
4.2.1.3 Analisis Deskriptif <i>Attitude Towards Brand Credibility</i>	75
4.2.1.4 Analisis Deskriptif <i>Attitude Towards the Brand</i>	76
4.2.1.5 Analisis Deskriptif <i>Purchase Intention</i>	77
4.3 Hasil Analisis <i>Partial Least Square</i>	79
4.3.1 Uji Normalitas Data.....	79
4.3.2 Model Pengukuran (Outer Model).....	80
4.3.2.1 Validitas Konvergen	80
4.3.2.2 Validitas Diskriminan	81
4.3.2.3 Uji Reliabilitas	84
4.3.3 Model Struktural (<i>Inner Model</i>)	85
4.3.3.1 Uji Determinasi (<i>R-Square</i>)	85
4.3.3.2 <i>Effect Size (F-Square)</i>	87
4.3.3.3 <i>Predictive Relevance (Q Square)</i>	88
4.3.3.4 <i>Goodness of Fit</i>	89
4.3.4 Uji Hipotesis (<i>bootstrapping</i>).....	90
4.3.5 Important and Performance Matrix Analysis (IPMA).....	96
4.4 Pembahasan Hasil Penelitian	98
BAB V	105
KESIMPULAN DAN SARAN	105

5.1 Kesimpulan.....	105
5.2 Saran.....	107
5.2.1 Saran Praktis	107
5.2.2 Saran Teoritis	108
DAFTAR PUSTAKA.....	109
LAMPIRAN.....	116