

## TABLE OF CONTENTS

APPROVAL PAGE.....	ii
STATEMENT PAGE .....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
PREFACE.....	viii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES .....	xii
LIST OF TABLES.....	xiii
CHAPTER I INTRODUCTION.....	1
1.1    Object Overview .....	1
1.2    Airbnb .....	1
1.2.1    Vision and Mission .....	2
1.3    Research Background .....	2
1.4    Problem Formulation .....	14
1.5    Research Questions.....	15
1.6    Research Objectives.....	15
1.7    Research Usability .....	16
1.7.1    Theoretical Aspects.....	16
1.7.2    Practical Aspects.....	16
1.7.3    Systematics of Writing.....	16
CHAPTER II LITERATURE REVIEW.....	17
2.1    Literature Review.....	17
2.1.1    Marketing.....	17
2.1.2    Marketing Mix .....	18
2.1.3    Promotion.....	20
2.1.4    Promotion Mix .....	21
2.1.5    Digital Marketing.....	22
2.1.6    Word of Mouth.....	22
2.1.7    Electronic Word of Mouth.....	23
2.1.8    Electronic Word of Mouth's Dimension.....	24

2.1.9	Perceived Value .....	25
2.1.10	Perceived Value's Dimension.....	26
2.1.11	Trust .....	26
2.1.12	Trust Dimension.....	27
2.1.13	Consumer's Buying Decision Process .....	28
2.1.14	Consumer Decision Dimension .....	29
2.2	Previous Research.....	31
2.2.1	International Journal .....	31
2.2.2	National Journal .....	36
2.3	Theoretical Framework.....	40
2.4	Research Hypothesis .....	40
CHAPTER III RESEARCH METHODOLOGY .....		42
3.1	Research Characteristics .....	42
3.2	Operationalization of Variables and Measurements .....	43
3.2.1	Independent Variable (X).....	44
3.2.2	Dependent Variable (Y).....	44
3.2.3	Operationalization of Variable.....	44
3.2.4	Measurement Scale .....	52
3.3	Research Stage .....	53
3.4	Population and Sample.....	54
3.4.1	Population .....	54
3.4.2	Sample.....	54
3.4.3	Sampling Technique .....	55
3.5	Data Collection .....	56
3.5.1	Primary Data .....	56
3.5.2	Secondary Data .....	56
3.6	Validity and Reliability Test.....	57
3.6.1	Validity Test.....	57
3.6.2	Reliability Test.....	59
3.7	Data Analytics Technique.....	60
3.7.1	Structural Equation Modelling.....	60
3.7.2	Descriptive Analysis .....	63
3.8	Hypothesis Testing.....	65

CHAPTER IV RESULTS & DISCUSSION .....	66
4.1 Respondents Characteristics .....	66
4.1.1 Respondents Characteristics by Gender .....	66
4.1.2 Respondent Characteristics by Age .....	67
4.1.3 Respondent Characteristics by Educational Background.....	67
4.1.4 Respondent Characteristics by Occupation.....	68
4.1.5 Respondent Characteristics by Monthly Income .....	69
4.2 Descriptive Statistics Analysis.....	69
4.3 Evaluation Analysis of Measurement Model (Outer Model).....	78
4.3.1 Convergent Validity .....	79
4.3.2 Discriminant Validity.....	80
4.3.3 Reliability Test.....	82
4.4 Evaluation Analysis of Structural Model or Inner Model.....	83
4.4.1 Path Coefficient and T-Value .....	84
4.4.2 Analysis of R-Square .....	85
4.4.3 Hypothesis Testing Results .....	86
4.4.4 Goodness of Fit.....	87
4.5 Results and Discussion .....	88
4.5.1 The Influence of Electronic Word of Mouth on Purchase Decision .....	89
4.5.2 The Influence of Perceived Value on Purchase Decision .....	91
4.5.3 The Influence of Trust on Purchase Decision .....	91
CHAPTER V CONCLUSION AND SUGGESTION .....	93
5.1 Conclusion .....	93
5.2 Suggestions .....	93
5.2.1 Suggestions For The Company .....	94
5.2.2 Suggestions for Future Research.....	96
References.....	97
APPENDIX.....	104