

TABLE OF CONTENTS

THE INFLUENCE OF.....	1
APPROVAL PAGE	i
ORIGINALITY STATEMENT PAGE.....	ii
FOREWORD	iii
ABSTRAK	v
<i>ABSTRACT</i>	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Identification.....	10
1.3 Research Objectives	11
1.4 Uses of Research	11
1.4.1 Theoretical Use	11
1.4.2 Practical Use	11
1.5 Research Time and Period.....	12
CHAPTER II LITERATURE REVIEW.....	13
2.1 Summary of Theory.....	13
2.1.1 Theory of Reasoned Action	13
2.1.2 Social Media Marketing.....	16
2.1.3 Consumer Attitude	22
2.1.4 Purchase Intention.....	23
2.2 Previous Research	26
Table 2. 1 Previous National Research.....	26
Table 2. 2 Previous International Research	29
2.3 Research Framework.....	34
2.4 Research Hypothesis	35
2.5 Research Scope.....	35
CHAPTER III RESEARCH METHOD	36

3.1 Research Type	36
3.2 Operational Variable and Measurement Scale	37
3.2.1 Operational Variable.....	37
3.2.2 Measurement Scale	41
3.3 Population and Sample	42
3.3.1 Population	42
3.3.2 Sample	43
3.3.3 Sampling Technique	44
3.4 Data Collection Technique	44
3.4.1 Primary Data	44
3.4.2 Secondary Data	45
3.5 Validity and Reliability Test	45
3.5.1 Validity Test	45
3.5.2 Reliability Test.....	50
3.6 Data Analysis Technique.....	52
3.6.1 Descriptive Analysis	52
3.6.2 Partial Least Square-Structural Equation Modeling	53
3.6.3 Hypothesis Testing	53
CHAPTER IV RESULT AND DISCUSSION	55
4.1 Respondent Characteristic	55
4.1.1 Characteristics of Respondents Based on Gender	56
4.1.2 Characteristics of Respondents Based on Age	56
4.1.3 Characteristics of Respondents Based on Educational Background	57
4.1.4 Characteristics of Respondents Based on Occupation.....	58
4.1.5 Characteristics of Respondents Based on Income	59
4.1.6 Characteristics of Respondents Based on Screening Question.....	59
4.2 Data Analysis	61
4.2.1 Measurement Model Assessment (Outer Model)	61
4.2.2 Structural Model Measurement (Inner Model).....	69
4.3 Discussion	74
CHAPTER V CONCLUSION	79
5.1 Conclusion.....	79
5.2 Suggestion	80

5.2.1 Theoretical Suggestion	80
5.2.2 Practical Suggestion.....	80
LITERATURE	81
APPENDIX.....	92