

TABLE OF CONTENTS

TITLE PAGE	i
PREFACE.....	iv
ABSTRAK	v
ABSTRACT.....	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURE	xi
LIST OF APPENDIX	xii
CHAPTER I INTRODUCTION	1
1.1 Overview of Research Objects	1
1.1.1 Company Profile.....	1
1.1.2 Vision and Mission	2
1.1.3 Traveloka Products	3
1.2 Research Background	3
1.3 Problem Formulation	15
1.4 Research Objectives.....	17
1.5 Benefits of Research	17
1.5.1 Theoretical Aspects	17
1.5.2 Practical Aspects.....	17
1.6 Systematization of Final Project Research	18
CHAPTER II LITERATURE REVIEW	19
2.1 Theories Related to Research	19
2.1.1 Theory of Planned Behavior (TPB).....	19
2.1.2 Electronic Word of Mouth (E-WOM)	20
2.1.3 Online Communities.....	22
2.1.4 Online Advertising.....	24
2.1.5 Purchase Intention	26
2.1.6 Brand loyalty	29
2.2 Previous Research.....	32

2.3 Theoretical Framework.....	38
2.4 Research Hypothesis.....	39
CHAPTER III RESEARCH METHODS.....	42
3.1 Type of Research	42
3.2 Operational Variables	43
3.3 Measurement Scale	49
3.4 Research Stages	49
3.5 Population and Sample	51
3.5.1 Population.....	51
3.5.2 Sample	51
3.6 Data Collection and Data Sources	52
3.6.1 Data Collection.....	52
3.6.2 Data Sources.....	53
3.7 Validity and Reliability Test.....	54
3.7.1 Validity Test.....	54
3.7.2 Reliability Test.....	54
3.8 Data Analysis Technique	54
3.8.1 Partial Least Square (PLS) Data Analysis Technique	55
3.8.2 Hypothesis Test.....	58
BAB IV RESULTS AND DISCUSSION.....	60
4.1 Respondent Characteristics.....	60
4.1.1 By Age	60
4.1.2 By Occupation	61
4.1.3 By Monthly Incomes	62
4.1.4 By Social Media Usage.....	62
4.1.4 By Social Media Usage Frequency	63
4.1.5 By Frequency of Viewing Travel Reviews on Social Media....	64
4.1.6 By Frequency of Traveloka Usage	65
4.1.7 By Most Frequently Used Traveloka Services	66
4.1.8 By Recency of Traveloka Transactions	67
4.2 Research Results	68

4.2.1 Measurement Model.....	68
4.2.2 Structural Model.....	74
4.3 Discussion of Research Results	78
BAB V CONCLUSIONS AND SUGGESTIONS.....	83
5.1 Conclusions.....	83
5.2 Implications	83
5.2.1 Practical Implications	84
5.2.2 Theoretical Implications	84
5.3 Suggestions.....	85
LITERATURE LIST	87
APPENDIX.....	92