

DAFTAR ISI

| | |
|----------------------------------------------|------|
| HALAMAN PENGESAHAN..... | ii |
| HALAMAN PERNYATAAN | iii |
| KATA PENGANTAR..... | iv |
| ABSTRAK..... | vi |
| ABSTRACT..... | vii |
| DAFTAR ISI | viii |
| DAFTAR TABEL | xi |
| DAFTAR GAMBAR..... | xii |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Gambaran Umum Objek Penelitian | 1 |
| 1.1.1 Profil Perusahaan..... | 1 |
| 1.1.2 Ownership..... | 1 |
| 1.1.3 Visi dan Misi Perusahaan..... | 2 |
| 1.1.4 Kelebihan R Plus Basic..... | 2 |
| 1.1.5 Logo Perusahaan..... | 3 |
| 1.2 Latar Belakang Masalah | 3 |
| 1.3 Rumusan Masalah | 12 |
| 1.4 Tujuan Penelitian | 13 |
| 1.5 Manfaat Penelitian..... | 13 |
| 1.6 Sistematika Penulisan..... | 14 |
| BAB II TINJAUAN PUSTAKA | 15 |
| 2.1 Teori dan Penelitian Terdahulu | 15 |
| 2.1.1 Pemasaran (<i>Marketing</i>)..... | 15 |
| 2.1.3 Media Sosial..... | 18 |
| 2.1.4 <i>Social Media Marketing</i> | 19 |
| 2.1.5 Minat Beli | 19 |
| 2.1.6 Brand..... | 21 |
| 2.1.7 Brand Loyalty..... | 22 |
| 2.1.8 Penelitian Terdahulu | 23 |

| | |
|------------------------------------------------------------------------------------------------------------|-----------|
| 2.2 Kerangka Pemikiran | 30 |
| 2.3 Hipotesis Penelitian..... | 32 |
| BAB III METODE PENELITIAN | 33 |
| 3.1 Jenis Penelitian..... | 33 |
| 3.2 Operasional Variabel..... | 34 |
| 3.3 Uji Validitas dan Reliabilitas | 37 |
| 3.4 Tahapan Penelitian | 40 |
| 3.5 Populasi dan Sampel..... | 41 |
| 3.5.1 Populasi..... | 41 |
| 3.5.2 Sampel..... | 42 |
| 3.6 Pengumpulan data | 43 |
| 3.7 Teknik Analisis Data..... | 43 |
| 3.7.1 Analisis Deskriptif..... | 44 |
| 3.7.2 Structural Equation Modelling (SEM) | 45 |
| 3.7.3 Metode Analisis Data (Partial Least Square) | 46 |
| 3.7.4 Pengukuran Model (<i>Outer Model</i>) | 46 |
| 3.7.5 Pengukuran Struktural (<i>Inner Model</i>) | 47 |
| 3.7.6 Uji Hipotesis | 47 |
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN..... | 49 |
| 4.1 Karakteristik Responden | 49 |
| 4.1.1 Karakteristik Responden Berdasarkan Usia..... | 49 |
| 4.1.2 Karakteristik Responden Berdasarkan Penghasilan..... | 50 |
| 4.1.3 Karakteristik Responden Berdasarkan Pengeluaran Rutin Per 6 Bulan Untuk Membeli Produk Fashion | 51 |
| 4.2 Hasil Penelitian..... | 51 |
| 4.2.1 Analisis Deskriptif..... | 51 |
| 4.3 Pengukuran Outer Model | 58 |
| 4.3.1 Convergent Validity | 58 |
| 4.3.2 Discriminant Validity | 60 |
| 4.3.3 Uji Reliabilitas..... | 61 |
| 4.4 Pengukuran Inner Model | 62 |
| 4.5 Uji Hipotesis | 64 |

| | |
|---------------------------------------------------------------------------|-----------|
| 4.6 Pembahasan..... | 66 |
| 4.6.1 Pembahasan Analisis Deskriptif | 66 |
| 4.6.2 Pengaruh Social Media Marketing Terhadap Minat Beli..... | 68 |
| 4.6.3 Pengaruh Social Media Marketing Terhadap Brand Loyalty | 68 |
| 4.6.4 Pengaruh Minat Beli Terhadap Brand Loyalty | 69 |
| BAB V KESIMPULAN DAN SARAN | 71 |
| 5.1 Kesimpulan..... | 71 |
| 5.2 Saran | 72 |
| 5.2.1 Saran Praktis..... | 72 |
| 5.2.2 Saran Teoritis | 73 |
| DAFTAR PUSTAKA..... | 74 |
| LAMPIRAN | 76 |