

TABLE OF CONTENT

APPROVAL PAGE	i
DECLARATION OF ORIGINALITY	ii
PREFACE	iii
ABSTRACT	v
ABSTRAK	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1 INTRODUCTION	1
1.1 Research Object.....	1
1.1.1 Location	3
1.2 Research Background.....	3
1.3 Problem Statement	13
1.4 Research Question:.....	14
1.5 Research Purpose	15
CHAPTER II LITERATURE REVIEW	17
2.1 Theoretical Review.....	17
2.1.1 Marketing.....	17
2.1.2 Digital Marketing.....	17
2.1.3 Social Media Marketing.....	18
2.1.4 Social Media	19
2.1.5 E-WOM	19

2.1.6 Brand Equity	20
2.1.7 Purchase Intention.....	22
2.1.8 Repurchase Intention	23
2.2.1 International Journal	25
CHAPTER III RESEARCH METHODOLOGY	42
3.1 Research Characteristic	42
3.2 Operationalization of Variable and Measurement Scale	43
3.2.1 Variable.....	43
3.2.2 Operationalization of Variables	43
3.2.3 Measurement Scale	53
3.3 Research Stage	54
3.4 Population and Sampling.....	55
3.4.1 Population	55
3.4.2 Sample	55
3.4.3 Sampling Method.....	56
3.5 Data Collection Methods.....	57
3.5.1 Primary Data Colleection.....	57
3.5.2 Secondary Data Collection	57
3.6 Validity and Reliability Test	58
3.6.1 Validity Test	58
3.6.2 Reliability Test.....	60
3.7 Data Analysis Technique.....	61
3.7.1 Structural Equation Modeling (SEM).....	61

3.7.2	Descriptive Analysis	63
3.7.3	Goodness of Fit Test	64
3.8	Hypothesis Testing	65
CHAPTER IV RESULT & DISCUSSION		68
4.1	Respondents Characteristic	68
4.1.1	Respondents Characteristics by Gender.....	68
4.1.2	Respondents Characteristic by Age	69
4.1.3	Respondents Characteristic by Occupations	69
4.2	Research Result	70
4.2.1	Descriptive Analysis Result	70
4.2.2	SEM-PLS Analysis	83
4.2.3	Goodness of Fit Testing	92
4.3	Discussion of Research Result	93
4.3.1	Discussion for Descriptive Analysis	94
4.3.2	Discussion for Factors Influencing Repurchase Intention at Pineus Tilu 94	
CHAPTER V CONCLUSION & DISCUSSION		96
5.1	Conclusion.....	96
5.2	Suggestions.....	101
5.2.1	Suggestion for Company.....	101
5.2.2	Suggestions for Future Research.....	102
REFERENCES.....		103
APPENDIX		108