

## **TABLE OF CONTENTS**

<b>COVER</b> .....	<b>i</b>
<b>APPROVAL SHEET</b> .....	<b>ii</b>
<b>STATEMENT SHEET</b> .....	<b>iii</b>
<b>PREFACE</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>v</b>
<b>ABSTRAK</b> .....	<b>vi</b>
<b>TABLE OF CONTENTS</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>x</b>
<b>LIST OF FIGURES</b> .....	<b>xii</b>
<b>LIST OF APPENDIXES</b> .....	<b>xiv</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1. General Description of Research Object.....	1
1.2. Research Background.....	2
1.3. Research Focus.....	12
1.4. Problem Identification.....	12
1.5. Research Objectives .....	12
1.6. Research Benefits.....	12
1.7. Writing Structure.....	13
1.8. Research Time and Period .....	13
<b>CHAPTER II</b> .....	<b>14</b>
<b>LITERATURE REVIEW</b> .....	<b>14</b>
2.1. Marketing Management .....	14
2.2. Social Media Marketing.....	15
2.3. Brand Awareness .....	17
2.4. Purchase Intention.....	20
2.5. Previous Research .....	23
2.6. Research Framework.....	34
<b>CHAPTER III</b> .....	<b>36</b>
<b>RESEARCH METHODS</b> .....	<b>36</b>

3.1.	Type of Research.....	36
3.2.	Operational Variable .....	37
3.3.	Measurement Scale .....	40
3.4.	Stage of Research.....	40
3.5.	Population and Sample.....	42
3.5.1.	Population .....	42
3.5.2.	Sample.....	43
3.6.	Data Collection Tools .....	44
3.7.	Data Testing Techniques.....	44
3.7.1.	Validity Test.....	44
3.7.2.	Reliability Test.....	46
3.8.	Data Analysis Techniques.....	47
3.8.1.	Descriptive Analysis .....	47
3.8.2.	Classic Assumption Test.....	49
3.8.3.	Correlation Coefficient Analysis.....	49
3.8.4.	Multiple Linear Regression Analysis.....	50
3.8.5.	Hypothesis Testing.....	50
3.8.6.	Coefficient of Determination .....	52
<b>CHAPTER IV.....</b>		<b>53</b>
<b>RESEARCH RESULTS AND DISCUSSION .....</b>		<b>53</b>
4.1.	Characteristic of Respondents.....	53
4.1.1.	Characteristic of Respondents Based on Age .....	53
4.1.2.	Characteristic of Respondents Based on Gender .....	54
4.1.3.	Characteristic of Respondents Based on Income .....	54
4.1.4.	Characteristic of Respondents Based on Occupation.....	55
4.2.	Research Results .....	56
4.2.1.	Descriptive Analysis of Social Media Marketing .....	56
4.2.2.	Descriptive Analysis of Brand Awareness.....	65
4.2.3.	Descriptive Analysis of Purchase Intention .....	71
4.2.4.	Classic Assumption Test.....	78
4.2.5.	Correlation Coefficient Analysis.....	81
4.2.6.	Multiple Linear Regression Analysis.....	82
4.2.7.	Partial Hypothesis Testing (T-Test).....	83

4.2.8. Simultaneous Hypothesis Testing (F-Test).....	84
4.2.9. Coefficient of Determination .....	84
4.3. Discussion .....	85
4.3.1. Discussion of Social Media Marketing.....	86
4.3.2. Discussion of Brand Awareness.....	87
4.3.3. Discussion of Purchase Intention.....	88
<b>CHAPTER V .....</b>	<b>90</b>
<b>CONCLUSIONS AND SUGGESTIONS.....</b>	<b>90</b>
5.1. Conclusions .....	90
5.2. Suggestions .....	90
5.2.1. For The Company .....	90
5.2.2. For Future Research .....	91
<b>BIBLIOGRAPHY .....</b>	<b>92</b>
<b>APPENDIX.....</b>	<b>95</b>