

DAFTAR ISI

| | |
|--|-----|
| HALAMAN PERNYATAAN ORISINALITAS | i |
| ABSTRAK | ii |
| DAFTAR ISI | iii |
| DAFTAR TABEL | iv |
| DAFTAR LAMPIRAN | v |
| 1.1 Gambaran Umum Objek Penelitian..... | 1 |
| 1.1.1 Sejarah Perusahaan..... | 1 |
| 1.1.2 Logo Netflix | 2 |
| 1.1.3 Visi dan Misi..... | 2 |
| 1.2 Latar Belakang | 2 |
| 1.3 Rumusan Masalah | 7 |
| 1.4 Tujuan Penelitian | 7 |
| 1.5 Manfaat Penelitian..... | 8 |
| 1.6 Sistematika Penulisan..... | 8 |
| BAB II TINJAUAN PUSTAKA..... | 10 |
| 2.1 Pemasaran | 10 |
| 2.2 Perilaku Konsumen | 10 |
| 2.3 Digital Marketing | 11 |
| 2.4 Brand Loyalty | 13 |
| 2.5 Keputusan Pembelian..... | 14 |
| 2.6 Penelitian Terdahulu | 17 |
| 2.6.1 Skripsi Terdahulu | 18 |
| 2.6.2 Jurnal Internasional | 22 |
| 2.6.3 Jurnal Nasional..... | 26 |
| 2.7 Kerangka Pemikiran..... | 29 |
| 2.8 Hipotesis | 31 |
| BAB III METODE PENELITIAN | 32 |
| 3.1 Jenis Penelitian | 32 |

| | | |
|---------------|--|-----------|
| 3.2 | Operasional Variabel dan Skala Pengukuran | 33 |
| 3.2.1 | Operasional Variabel..... | 33 |
| 3.2.2 | Skala Pengukuran..... | 35 |
| 3.3 | Tahapan Penelitian | 35 |
| 3.4 | Populasi dan Sampel | 36 |
| 3.4.1 | Populasi..... | 36 |
| 3.4.2 | Sampel | 36 |
| 3.5 | Pengumpulan Data | 37 |
| 3.5.1 | Data Primer | 38 |
| 3.5.2 | Data Sekunder | 38 |
| 3.6 | Uji Validitas dan Reliabilitas | 39 |
| 3.6.1 | Uji Validitas | 39 |
| 3.6.2 | Uji Reliabilitas | 41 |
| 3.7 | Teknik Analisis Data..... | 42 |
| 3.7.1 | Analisis Deskriptif | 42 |
| 3.7.2 | Method Of Succesive Interval (MSI) | 44 |
| 3.8 | Analisis Regresi Linier Berganda..... | 45 |
| 3.9 | Uji Multikolinearitas | 45 |
| 3.10 | Uji Heterokedastisitas | 46 |
| BAB IV | | 47 |
| 4.1 | Pengumpulan Data | 47 |
| 4.2 | Karakteristik Responden | 47 |
| 4.2.1 | Karakteristik Responden Berdasarkan Jenis Kelamin..... | 48 |
| 4.2.2 | Karakteristik Responden Berdasarkan Usia | 48 |
| 4.2.3 | Karakteristik Berdasarkan Pekerjaan | 49 |
| 4.2.4 | Karakteristik Responden Berdasarkan Pengeluaran..... | 50 |
| 4.3 | Hasil Penelitian | 51 |
| 4.3.1 | Analisis Deskriptif | 51 |
| 4.3.2 | Analisis Variabel Digital Marketing (X1)..... | 51 |
| 4.4 | Analisis Data | 66 |
| 4.4.1 | Transformasi Data..... | 66 |
| 4.4.2 | Uji Asumsi Klasik | 66 |
| 4.4.2.1 | Uji Normalitas | 66 |
| 4.4.2.2 | Uji Multikolinieritas | 68 |
| 4.4.2.3 | Uji Heterokedastisitas | 69 |
| 4.4.3 | Analisis Regresi Linier Berganda..... | 70 |
| 4.5 | Pengujian Hipotesis..... | 71 |

| | | |
|---|--|-----------|
| 4.5.1 | Uji Hipotesis Simultan (Uji F) | 72 |
| | Tabel 4.7 Hasil Uji F (Simultan) | 73 |
| 4.5.2 | Uji Hipotesis Parsial (Uji t) | 73 |
| 4.6 | Koefisien Determinasi | 76 |
| 4.7 | Hasil Hipotesis | 77 |
| 4.8 | Pembahasan dan Analisis Penelitian | 78 |
| BAB V KESIMPULAN DAN SARAN | | 81 |
| 5.1 | Kesimpulan | 81 |
| b. | Brand Loyalty Netflix | 81 |
| c. | Pengaruh Digital Marketing dan Brand Loyalty secara Simultan dan Parsial | 81 |
| 5.2 | Saran | 82 |
| 5.2.1 | Saran Bagi Perusahaan | 82 |
| 5.2.2 | Saran Bagi Peneliti Selanjutnya | 83 |
| DAFTAR PUSTAKA | | 84 |
| LAMPIRAN | | 87 |
| | Lampiran 1 Daftar Pernyataan Penelitian | 87 |
| | Screening Question | 87 |
| | Bagian 1. Identitas responden | 87 |
| | Bagian II Petunjuk Pengisian | 88 |
| | Lampiran 2 Hasil Uji Validitas dan Reliabilitas 31 Responden | 90 |
| | Lampiran 3 Agresi Linier Berganda | 92 |
| | Lampiran 4 Hasil Uji Normalitas Kolmogorov-Smirnov | 93 |
| | Lampiran 5 Hasil Output SPSS Uji Multikolinearitas | 93 |
| | Sumber: Hasil Olahan Penulis (2021) | 93 |
| | Lampiran 7 Hasil Output SPSS Analisis Regresi Linier berganda | 94 |
| | Lampiran 8 Hasil Output Uji F (Simultan) | 95 |
| | Lampiran 10 Hasil Output SPSS Koefisien Determinasi | 96 |
| | Lampiran 11 Tabel Tabulasi Data | 96 |