

DAFTAR ISI

| | |
|---|------------|
| HALAMAN PENGESAHAN | ii |
| HALAMAN PERNYATAAN | iii |
| KATA PENGANTAR | iv |
| ABSTRAK | v |
| ABSTRACT | vi |
| DAFTAR ISI | vii |
| DAFTAR GAMBAR | x |
| DAFTAR TABEL | xi |
| BAB I PENDAHULUAN | 1 |
| 1.1 Gambaran Umum Objek Penelitian | 1 |
| 1.1.1 Tokopedia..... | 1 |
| 1.2 Latar Belakang Penelitian | 2 |
| 1.3 Perumusan Masalah | 6 |
| 1.4 Pertanyaan Penelitian | 8 |
| 1.5 Tujuan Penelitian | 8 |
| 1.6 Manfaat Penelitian | 9 |
| 1.6.1 Aspek Teoritis | 9 |
| 1.6.2 Aspek Praktisi | 9 |
| 1.7 Ruang Lingkup Penelitian | 9 |
| 1.7.1 Lokasi dan Objek Penelitian | 9 |
| 1.7.2 Waktu dan Periode Penelitian | 9 |
| 1.8 Sistematika Penulisan Tugas Akhir | 9 |
| BAB II TINJAUAN PUSTAKA | 11 |
| 2.1. Tinjauan Pustaka | 11 |
| 2.1.1. Definisi Pemasaran..... | 11 |
| 2.1.2. Definisi Brand Ambassador | 12 |
| 2.1.3. Dimensi Brand Ambassador | 12 |
| 2.1.4. Definisi Celebrity Endorser | 14 |
| 2.1.5. Dimensi Celebrity Endorser | 14 |
| 2.1.6. Definisi Perilaku Konsumen | 16 |

| | | |
|--|---|-----------|
| 2.1.7 | Definisi Purchase Intention | 17 |
| 2.1.8 | Dimensi Purchase Intention | 18 |
| 2.1.9 | Penelitian Terdahulu | 19 |
| 2.2. | Kerangka Pemikiran..... | 24 |
| 2.3. | Hipotesis Penelitian | 25 |
| BAB III METODE PENELITIAN | | 26 |
| 3.1 | Jenis Penelitian..... | 26 |
| 3.2 | Operasionalisasi Variabel..... | 27 |
| 3.2.1. | Variabel Operasional..... | 27 |
| 3.2.2. | Skala Pengukuran..... | 31 |
| 3.3 | Tahap Penelitian | 32 |
| 3.4 | Populasi dan Sampel..... | 33 |
| 3.4.1. | Populasi | 33 |
| 3.4.2. | Sampel..... | 34 |
| 3.5 | Pengumpulan Data dan Sumber Data | 35 |
| 3.6 | Pengolahan Data | 36 |
| 3.6.1. | Uji Validitas | 36 |
| 3.6.2. | Uji Reliabilitas | 38 |
| 3.7 | Teknik Analisis Data..... | 40 |
| 3.7.1. | Analisis Deskriptif | 40 |
| 3.7.2. | Analisis VB-SEM (PLS-SEM) | 42 |
| 3.7.3. | Measurement (Outer) Model..... | 43 |
| 3.7.4. | Structural (Inner) Model | 43 |
| 3.7.5. | Uji Hipotesis | 44 |
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN..... | | 45 |
| 4.1 | Deskripsi Objek Penelitian | 45 |
| 4.2 | Analisis Statistik Deskriptif..... | 46 |
| 4.2.1. | Tanggapan Responden terhadap <i>Attractiveness</i> , <i>Credibility</i> dan <i>Ad Recall Brand Ambassador Tokopedia</i> | 46 |
| 4.2.2. | Tanggapan responden terhadap <i>Purchase Intention Tokopedia</i> | 48 |
| 4.3 | Analisis Data | 50 |
| 4.3.1. | Evaluasi <i>Measurement (Outer) Model</i> | 50 |

| | | |
|-----------------------|---|-----------|
| 4.3.1.1. | <i>Convergent Validity</i> | 50 |
| 4.3.1.2. | <i>Discriminate Validity</i> | 52 |
| 4.3.1.3. | <i>Composite Reability dan Cronbach's Alpha</i> | 53 |
| 4.3.2. | Pengujian Model Struktural (<i>Inner model</i>)..... | 54 |
| 4.3.3. | Pengujian Hipotesis | 56 |
| 4.4 | Pembahasan | 57 |
| 4.4.1. | Pengaruh Attractiveness of Celebrity Endorser terhadap Ad Recall by Consumer | 57 |
| 4.4.12. | Pengaruh Attractiveness of Celebrity Endorser terhadap Purchase intention of Consumer (Purchase Intention)..... | 58 |
| 4.4.3. | Pengaruh Credibility of Celebrity Endorser terhadap Ad Recall by Consumer | 58 |
| 4.4.4. | Pengaruh Credibility of Celebrity Endorser terhadap Purchase intention of Consumer..... | 59 |
| 4.4.5. | Implikasi Manajerial | 61 |
| BAB V | KESIMPULAN DAN SARAN | 63 |
| 5.1 | Kesimpulan | 63 |
| 5.2 | Saran..... | 64 |
| 5.2.1. | Aspek Praktisi | 64 |
| 5.2.1. | Aspek Teoritis..... | 65 |
| DAFTAR PUSTAKA | | 66 |
| LAMPIRAN | | 70 |