

TABLE OF CONTENT

APPROVAL PAGE	ii
ORIGINALITY DECLARATION PAGE	iii
FOREWORD.....	iv
ABSTRAK	vi
ABSTRACT	vii
TABLE OF CONTENT	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiv
LIST OF ATTACHMENTS.....	xv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background of the Research.....	1
1.2 Problem Identification	12
1.3 Research Objectives.....	12
1.4 Research Uses	12
1.5 Research Time and Period	13
1.6 Research Systematic	14
CHAPTER II	15
LITERATURE REVIEW.....	15
2.1 Literature Review	15
2.1.1 Communication.....	15

2.1.2 Marketing Communication	17
2.1.3 Promotion Mix	18
2.1.4 Electronic Word of Mouth	18
2.1.5 Source Credibility	20
2.1.6 Brand Image.....	21
2.2 Previous Research.....	23
2.3 Theoretical Framework.....	29
2.4 Research Hypothesis.....	31
2.5 The Scope of Research	32
CHAPTER III.....	33
RESEARCH METHODOLOGY	33
3.1 Types of Research.....	33
3.2 Variable Operationalization and Measurement Scale.....	34
3.2.1 Variable Operationalization	34
3.2.2 Measurement Scale	37
3.3 Population and Sample	38
3.3.1 Population	38
3.3.2 Sample	39
3.4 Data Collection and Techniques	40
3.4.1 Primary Data	40
3.4.2 Secondary Data	41
3.5 Validity and Reliability Test.....	41
3.5.1 Validity Test	41
3.5.2 Reliability Test.....	43
3.6 Data Analysis Technique Data	45

3.6.1 Descriptive Analysis	45
3.6.2 Successive Interval Method (MSI)	47
3.6.3 Classis Assumption Test.....	47
3.6.4 Correlation Coefficient	49
3.6.5 Determination Coefficient	50
3.6.6 Multiple Linear Regression Analysis	50
3.6.7 Hypothesis Testing Design	51
CHAPTER IV	54
RESULT AND DISCUSSION.....	54
4.1 Characteristic Respondent	54
4.1.2 Respondent Characteristics Based on Gender	57
4.1.3 Respondents Characteristic Based on the Age Category.....	58
4.2 Research Result	58
4.2.1 Descriptive Analysis Results Variable (X1) Electronic Word of Mouth	58
4.2.2 Descriptive Analysis Results Variable (X2) Source Credibility	65
4.2.3 Descriptive Analysis Result Variable (Y) Brand Image	72
4.2.4 Method of Successive Interval (MSI).....	78
4.2.5 Classic Assumption Test.....	80
4.2.6 Coefficient of Correlation Test Result.....	83
4.2.7 Coefficient of Determination Test Result.....	85
4.2.8 Multiple Linear Regression	87
4.2.9 Hypothesis Test Result	88
4.3 Discussion of Research Result.....	92
CHAPTER V	100
CONCLUSION AND SUGGESTION.....	100
5.1 Conclusion.....	100

5.2 Suggestion	101
REFERENCES.....	103
ATTACHMENTS	110