

## TABLE OF CONTENTS

TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	iv
LIST OF FIGURES .....	v
APPENDIX LIST.....	vi
APPROVAL SHEET .....	2
STATEMENT PAGE .....	3
PREFACE.....	4
TABLE OF CONTENTS.....	8
LIST OF FIGURES .....	11
LIST OF TABLES.....	12
CHAPTER I.....	13
INTRODUCTION .....	13
1.1    Overview of Research Object .....	13
<b>1.1.1</b> Company Profile .....	13
1.2    Research Background.....	16
1.3    Formulation of Problem .....	23
1.4    Research Objectives .....	23
1.5    Benefit of Research .....	24
<b>1.5.1</b> Practical Use .....	24
<b>1.5.2</b> Theoretical Use.....	24
1.6    Final Project Writing System .....	24
CHAPTER II.....	26
LITERATURE REVIEW .....	26
2.1 Theory and Previous Research .....	26
<b>2.1.1</b> Marketing Management.....	26
<b>2.1.2</b> Marketing Mix.....	26
<b>2.1.3</b> Social Media Marketing .....	27
<b>2.1.4</b> Social Media Instagram .....	28
<b>2.1.5</b> Endorsement .....	30
<b>2.1.6</b> Purchasing Decision .....	32
2.2 Previous Research .....	33
2.3 Research Framework.....	51

2.4 Research Hypothesis .....	51
CHAPTER III .....	53
RESEARCH METHODOLOGY.....	53
3.1    Research Characteristics .....	53
3.2    Operational Variable .....	54
3.3    Research Stage .....	58
3.4    Population and Sample.....	59
<b>3.4.1.</b> Population.....	59
<b>3.4.2.</b> Sample .....	60
3.5    Data collection and Data Sources.....	61
<b>3.5.1.</b> Primary Data.....	61
<b>3.5.2.</b> Secondary Data.....	61
3.6.1.    Validity Test .....	61
3.6.2.    Realibility Test .....	63
3.7    Technique analysis data .....	65
<b>3.7.1.</b> Descriptive Analysis.....	65
<b>3.7.2.</b> Method of Successive Interval (MSI).....	66
<b>3.7.3.</b> Classical Assumption Test.....	67
<b>3.7.4.</b> Hypothesis Testing.....	69
CHAPTER IV .....	71
DISCUSSION.....	71
4.1    Characteristics of Respondents .....	71
4.1.1. Gender of Respondent .....	71
4.1.2. Respondent Base on Age .....	72
4.1.3. Respondent Base on Occupation .....	73
4.2    Validity and Realibility Test .....	73
4.2.1. Validity Test .....	73
4.2.2. Realibility Test .....	75
4.3    Descriptive Analysis .....	77
4.3.1. Descriptive Analysis of Endorsment .....	77
4.3.2. Descriptive Analysis of Purchasing Interest.....	79
4.4    Data Analysis .....	80
4.4.1. Classical Assumption Test.....	80
4.4.2. Hypothesis Testing .....	84
4.5    Result and Disscussion.....	89

4.5.1. The Effect of Selebgram on Purchase Interest .....	89
4.5.2. The Effect of Adolescent Consumptive behavior on Purchase Interest.....	89
4.5.3. The Effect of Can Be Trusted on Purchase Interest .....	90
4.5.4. The Effect of Attractiveness on Purchase Interest .....	91
4.5.5. The Effect of Skill on Purchase Interest.....	91
CHAPTER V CONCLUSION AND SUGGESTION .....	93
5.1. Conclusion.....	93
5.2. Suggestion .....	93
REFERENCE.....	95
APPENDIX.....	100