

TABLE OF CONTENT

PREFACE	iv
ABSTRAK	vi
ABSTRACT	vii
TABLE OF CONTENT	viii
LIST OF FIGURES	xii
LIST OF TABLES	xiii
CHAPTER I	1
INTRODUCTION	1
1.1 OverviewofResearch Object.....	1
1.1.1 Company Profil	1
1.1.2 Vision and Mission of the Company	3
1.1.3 Company Logo	3
1.2 Research Background	3
1.3 Problem Statement.....	10
1.4 Research Objectives.....	11
1.5 Research Benefit.....	11
1.6 Final Task Writing Systematics.....	12
CHAPTER II	14
LITERATURE REVIEW.....	14
2.1 Overview of Research Object	14
2.1.1 Marketing Management	14
2.1.2 Brand	15
2.1.3 Brand Image	15
2.1.4 Electronic Word of Mouth	16

2.1.5 Social Media.....	18
2.1.6 Instagram	18
2.1.7Purchasing Decision	20
2.2 Previous Research.....	22
2.3 Research Framework	27
2.4 Research Hypothesis.....	29
CHAPTER III.....	30
RESEARCH METHODOLOGY	30
3.1 Type of Research	30
3.2 Variable Operationalization.....	30
3.3 Research Stage	35
3.4 Population and Sample.....	36
3.4.1 Population.....	36
3.4.2 Sample	36
3.6 Validity and Reliability Test	37
3.6.1 Validity Test	37
3.6.2 Reliability Test	39
3.5 Data Collection and Data Sources.....	40
3.5.1 Primary Data.....	40
3.5.2 Secondary Data.....	40
3.7 Data Analysis Technique	41
3.7.1 Descriptive Analysis.....	41
3.7.2 Method of Successive Interval (MSI)	42
3.7.3 Hypothesis Testing	43
CHAPTER IV.....	45
RESULT & DISCUSSION	45

4.1 Respondent Characteristic	45
4.1.1 Base on Gender	45
4.1.2 Base on Age.....	45
4.1.3 Base on Occupation.....	46
4.1.4 Base on Social Media User	47
4.2 Validity and Reliability Test.....	47
4.2.1 Validity Test	47
4.2.2 Reliability Test	49
4.3 Descriptive Analysis	50
4.3.1 Brand Image Variable.....	50
4.3.2 Electronic Word of Mouth Variable.....	53
4.3.3 Purchasing Decision Variable	56
4.4 Classic Assumption Test.....	60
4.4.1 Normality Test.....	60
4.4.2 Heteroscedasticity Test.....	61
4.4.3 Multicollinearity Test	62
4.4.4 Multiple Linear Regression	62
4.5 Hypothesis Test	63
4.5.1 T-test.....	63
4.5.2 F-test	64
4.5.2 Coefficient of Determination.....	65
4.6 Result and Discussion.....	66
4.6.1 The Effect of Brand Image on Purchasing Decision	66
4.6.2 The Effect of Electronic Word of Mouth on Purchasing Decision	67
CHAPTER V	69
CONCLUTION & SUGGESTION.....	69

5.1 Conclusion	69
5.2 Suggestion	69
REFERENCES	71
ATTACHMENT	76