

TABLE OF CONTENTS

APPROVAL PAGE	ii
DECLARATION OF AUTHENTICITY	iii
ACKNOWLEDGEMENT.....	iv
ABSTRAK	vi
ABSTRACT	vii
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Object Overview	1
1.2 Background	2
1.3 Problem Formulation	14
1.4 Research Objective.....	15
1.5 Research Benefit	16
1.6 Writing Systematics	16
CHAPTER II	18
LITERATURE REVIEW.....	18
2.1 Research Literature Review	18
2.1.1 Marketing Management	18
2.1.2 Social Media Marketing.....	18
2.1.3 Brand Engagement.....	20
2.1.4 Brand Knowledge.....	20
2.1.4.1 Brand Awareness	21

2.1.4.2	Brand Image.....	21
2.2	Previous Research	22
2.3	Research Framework.....	30
2.4	Research Hypothesis	31
CHAPTER III.....		32
RESEARCH METHODOLOGY		32
3.1	Research Characteristics	32
3.2	Operationalization of Variable.....	33
3.3	Research Stages.....	38
3.4	Population and Sample.....	38
3.4.1	Population	38
3.4.2	Sample.....	39
3.5	Data Collecting Method	40
3.5.1	Primary Data	40
3.5.2	Secondary Data	41
3.6	Validity and Reliability	41
3.6.1	Validity.....	41
3.6.2	Reliability.....	43
3.7	Data Analysis Technique	44
3.7.1	Structural Equation Modeling (SEM)	44
3.7.1.1	Partial Least Square (PLS)	45
CHAPTER IV.....		49
RESULT AND DISCUSSION.....		49
4.1	Respondent Characteristic.....	49

4.1.1	Respondent Characteristics Based on Gender.....	49
4.1.2	Respondent Characteristics Based on Age.....	50
4.1.3	Respondent Characteristics Based on Income	50
4.1.4	Respondent Characteristics Based on Frequency of Using Gojek.....	51
4.1.5	Respondent Characteristics Based on Most Use Service.....	52
4.2.	Research Analysis	52
4.2.1.	Descriptive Analysis	52
4.2.2.	Assessment of Measurement Model Test Result (Outer Model)	61
4.2.3.	Assessment of Structural Model (Inner Model).....	67
4.3.	Discussion of Research Result	71
CHAPTER V	76
CONCLUSION AND SUGGESTION	76
5.1.	Conclusion.....	76
5.2.	Suggestions	77
5.2.1.	Suggestions for Company	77
5.2.2.	Suggestions for Future Research.....	79
REFERENCES	80
ATTACHMENT	86