

TABLE OF CONTENT

APPROVAL PAGE	2
STATEMENT PAGE.....	3
PRFACE.....	4
ABSTRAK	6
ABSTRACT	8
TABLE OF CONTENT	10
LIST OF FIGURES.....	14
LIST OF TABLE	15
CHAPTER I	17
INTRODUCTION.....	17
1.1 Object Overview	17
1.2 Background	17
1.3 Problem Statements.....	24
1.4 Research Question.....	24
1.5 Research Objectives	25
1.6 Scope of The Study	25
1.7 Significant of The Study	26
1.7.1 Theoretical.....	26
1.7.2 Practical.....	26
1.8 Systematic of Writing	26
CHAPTER II.....	28

THEORITICAL FRAMEWORK	28
2.1 Theoretical background.....	28
2.1.1 Marketing.....	28
2.1.2 Marketing Communication	29
2.1.3 Electronic Word of Mouth	29
2.1.4 Information Quality.....	30
2.1.5 Information Quantity.....	31
2.1.6 Information Credibility	31
2.1.7 Brand Image.....	32
2.1.8 Halal Product Image.....	32
2.1.9 Purchase Intention.....	33
2.1.10 Puchase Decision	33
2.2 Previous Research	35
2.3 Theoretical Framework.....	42
2.4 Research Hypothesis	44
2.4.1 Hypothesis of Purchase Intention.....	45
2.4.2 Hypothesis of Halal Product Image	45
2.4.3 Hypothesis of Information Quality	46
2.4.4 Hypothesis of Information Quantity	46
2.4.5 Hypothesis of Information Credibility	47
2.4.6 Hypothesis of Brand Image.....	47
CHAPTER III.....	50
RESEARCH METHODOLOGY	50
3.1 Research Characteristic.....	50
3.2 Opeartional Varialbles	51
3.2.1 Measurement Scale	54

3.3 Population and Sample.....	55
3.3.1 Population	55
3.3.2 Sample.....	55
3.3.3 Sampling Technique.....	57
3.4 Data Collection.....	57
3.4.1 Primary Data	57
3.4.2 Secondary Data	57
3.5 Validity and Reliability Test	58
3.5.1 Validity Test.....	58
3.5.2 Reliability Test.....	59
3.6 Data Analysis Technique	59
3.6.1 Descriptive Analysis	60
3.6.2 Structural Equation Modelling (SEM).....	61
3.7 Hypothesis Testing.....	62
CHAPTER VI	65
RESULT AND DISCUSSION	65
4.1 Respondent Characteristic.....	65
4.2 Descriptive Statistic Analysis	67
4.3 Evaluation Analysis of Measurement Model.....	89
4.3.1 Convergen Validity	89
4.3.2 Discriminant Validity.....	91
4.3.3 Reliability Test.....	94
4.4 Evaluation Analysis of Structural Model or Inner Model.....	95
4.4.1 Path Coeficient and T-Value	95
4.4.2 Specific Indirect Effect	97
4.4.3 Analysis of R-Square	98

4.4.4 Hypothesis Testing Result.....	99
4.4.5 Godness of Fit	100
4.5 Result and Discussion	101
4.5.1 Additional Analysis (Intervening/Mediation Effects).....	101
CHAPTER V.....	103
CONCLUSION AND SUGGESTION	103
5.1 Conclusion.....	103
5.2 Suggestion	105
5.2.1 Suggestions For Inglot Product.....	105
5.2.2 Suggestions For Future Research.....	107
BIBLIOGRAPHY	108