

TABLE OF CONTENT

STATEMENT PAGE	iv
ABSTRACT	vi
CHAPTER I.....	13
INTRODUCTION	13
1.1 General Description of Research Object	13
1.1.1 Company Profile	13
1.1.2 Company Vision Mission.....	15
1.1.3 List Of Product.....	15
1.2 Research project.....	16
1.3 Problem Formulation	22
1.4 Research Question	24
1.5 Research Purpose	24
1.6 Benefit For Researcher	25
1.6 Systematic Writing of Mini Thesis	25
CHAPTER II.....	27
LITERATURE REVIEW.....	27
2.1 Theoretical background	27
2.1.1 Marketing.....	27
2.1.2 Marketing Communications.....	27
2.1.3 WOM (Word of Mouth).....	28
2.1.4 EWOM.....	29
2.1.5 Brand Image.....	29
2.1.6 Purchase Intention.....	30
2.1.7 Relationship EWOM on Brand Image.....	30
2.1.8 Relationship EWOM on Purchase Intention	31
2.1.9 Relationship Brand Image and Purchase intention	31
2.2 Previous Research.....	31
2.3 Research Framework	38
2.4 Research hypothesis.....	41

CHAPTER III	44
RESEARCH METODHOLOGY	44
3.2 Operational variable.....	45
3.2.1 Scale.....	48
3.3 Research Stage.....	49
3.4 Population and Sample	50
3.4.1 Population	50
3.4.2 Sample	51
3.5 Type of Data.....	53
3.6 Validity and Reability Test	53
3.6.1 Validity Test	53
3.6.2 Reability Test	55
3.7 Data analysis Technique	56
3.7.1 Descriptive Analysis	56
3.7.2 Structural Equation Modeling (SEM).....	58
3.7.3 Goddness of fit test	61
3.8 Hypotesis Testing.....	61
CHAPTER 4	63
RESULT AND DISCUSSION	63
4.1 Respondent Characteristic	63
4.1.1 Respondent Charecteristic based on gender	64
4.1.2 Respondent Characteristic based on age.....	64
4.1.3 Respondent Based on Occupation	65
4.1.5 Respondent Characteristic based on monthly income	66
4.1.6 Respondent Characteristic Based on Last Education	66
4.2 Research Result.....	67
4.2.2 SEM PLS Analysis.....	72
4.2.2.1 Assesment measurement model	72
4.2.2.1.1 Convergent Validity	72
4.2.2.3 Reliability Validity	74
4.2.3 Assesment of Structural Model	75
4.2.3 Goodness of fit.....	77

4.3 Discussion Result.....	77
4.3.1 Discussion of descriptive analysis	78
4.3.2 Electronic Word of Mouth Cant Influence Purchase Intention.....	80
4.3.3 Electronic Word Of Mouth Can Influence Brand Image	80
4.3.4 Brand Image can Influence Purchase Intention	80
4.3.5 Brand Image Mediating The Relationship Between eWOM and Purchase Intention.....	81
CHAPTER V	81
CONCLUSION.....	81
5.1 Conclusion	81
5.2 Suggestion.....	82
5.1.2 Practical Suggestion.....	82
REFERRENCES	84
Appendix.....	88
Section 1 : Screening Question	88
Section 2 : Karakteristik Respondent.....	89
Appendix II Spss :	92
Appendix III SEM PLS :	93