

TABLE OF CONTENTS

FOREWORD	iii
ABSTRACT	v
ABSTRAK	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER I INTRODUCTION	1
1.1 Research Object Overview.....	1
1.2 Research Background.....	2
1.3 Problem Formulation	10
1.4 Research Questions	11
1.5 Research Objectives	12
1.6 Scope of The Study	12
1.7 Significant of The Study	13
1.7.1 Theoretical.....	13
1.7.2 Practical.....	13
1.8 Systematic of Writing	14
CHAPTER II LITERATURE REVIEW	15
2.1 Theoretical Background.....	15
2.1.1 Marketing	15
2.1.2 Digital Marketing.....	16
2.1.3 Media in Digital Marketing.....	16
2.1.4 Marketing Communication	18
2.1.5 Electronic Word of Mouth	19
2.1.6 Brand Image	22
2.1.7 Halal Product Image.....	22
2.1.8 Purchase Intention.....	23
2.1.9 Purchase Decision	23
2.2 Previous Research	25
2.3 Theoretical Framework	32
2.4 Research Hypothesis	34
2.4.1 Hypothesis of Information Quality	36

2.4.2	Hypothesis of Information Quantity	37
2.4.3	Hypothesis of Information Credibility	37
2.4.4	Hypothesis of Brand Image.....	38
2.4.5	Hypothesis of Halal Product Image	39
2.4.6	Hypothesis of Purchase Intention.....	40
CHAPTER III RESEARCH METHODOLOGY		42
3.1	Research Characteristic	42
3.2	Operational Variables.....	43
3.2.1	Measurement Scale	48
3.3	Population and Sample.....	49
3.3.1	Population	49
3.3.2	Sample.....	49
3.3.3	Sampling Technique.....	50
3.4	Data Collection.....	51
3.4.1	Primary Data	51
3.4.2	Secondary Data	51
3.5	Validity and Reliability Test	52
3.5.1	Validity Test.....	52
3.5.2	Reliability Test.....	53
3.6	Data Analysis Technique	53
3.6.1	Descriptive Analysis	54
3.6.2	Structural Equation Modelling (SEM).....	56
3.7	Hypothesis Testing.....	58
CHAPTER IV RESULT AND DISCUSSION.....		61
4.1	Respondents' Characteristic	61
4.2	Descriptive Statistics Analysis.....	63
4.3	Evaluation Analysis of Measurement Model.....	81
4.3.1	Convergent Validity	81
4.3.2	Discriminant Validity	83
4.3.3	Reliability Test.....	85
4.4	Evaluation Analysis of Structural Model or Inner Model.....	86
4.4.1	Path Coefficient and T-Values	87
4.4.2	Specific Indirect Effect	90
4.4.3	Analysis of R-Square	91

4.4.4	Hypothesis Testing Result.....	92
4.4.5	Goodness of Fit	95
4.5	Result and Discussion	96
4.5.1	Discussion of Research Results	96
4.5.2	Discussion of Variables in The Research Models.....	97
CHAPTER V	CONCLUSION AND SUGGESTION	104
5.1	Conclusion.....	104
5.2	Limitation of the Research	105
5.3	Suggestion	106
5.3.1	Suggestion for Make Over Product.....	106
5.3.2	Suggestion for Paragon Group	108
5.3.3	Suggestion for Future Research	108
REFERENCES.....		110
APPENDIX		116