

## DAFTAR ISI

HALAMAN JUDUL.....	i
HALAMAN PENGESAHAN.....	ii
HALAMAN PERNYATAAN .....	iii
KATA PENGANTAR .....	iv
ABSTRAK.....	<b>Error! Bookmark not defined.</b>
<i>ABSTRACT</i> .....	vii
DAFTAR ISI.....	viii
DAFTAR TABEL.....	xiii
DAFTAR GAMBAR .....	xiv
BAB I    PENDAHULUAN.....	1
1.1 Gambaran Umum Objek Penelitian.....	1
1.2 Latar Belakang .....	2
1.3 Perumusan Masalah.....	12
1.4 Tujuan Penelitian .....	14
1.5 Ruang Lingkup Penelitian .....	16
1.6 Manfaat Penelitian .....	16
1.6.1 Manfaat Teoritis.....	16
1.6.2 Manfaat Praktis .....	16
BAB II   TINJAUAN PUSTAKA.....	17
2.1 Teori dan Penelitian Terdahulu .....	17
2.1.1 Manajemen Pemasaran .....	17
2.1.2 Perilaku Konsumen.....	17
2.1.3 <i>Digital Marketing</i> .....	18
2.1.4 <i>Integrated Marketing Communication (IMC)</i> .....	19
2.1.5 <i>Social Media Marketing</i> .....	20
2.1.6 <i>Brand</i> .....	20
2.1.7 <i>Brand Equity</i> .....	21
2.1.8 <i>Brand Loyalty</i> .....	22
2.1.9 <i>Brand Experience</i> .....	22

	2.1.10 <i>Sensory Brand Experience</i> .....	22
	2.1.11 <i>Affective Brand Experience</i> .....	23
	2.1.12 <i>Behavioural Brand Experience</i> .....	24
	2.1.13 <i>Intellectual Brand Experience</i> .....	24
	2.1.14 <i>Value Consciousness</i> .....	24
	2.1.15 <i>Brand Consciousness</i> .....	25
	2.1.16 SOR.....	25
	2.2 Penelitian Terdahulu.....	27
	2.3 Kerangka Penelitian .....	42
	2.4 Hipotesis Penelitian.....	47
BAB III	METODE PENELITIAN .....	58
	3.1 Jenis Penelitian.....	58
	3.2 Operasional Variabel.....	59
	3.1.1 Operasional Variabel .....	59
	3.1.2 Skala Pengukuran .....	67
	3.3 Tahapan Penelitian.....	67
	3.4 Populasi dan Sampel .....	69
	3.4.1 Populasi .....	69
	3.4.2 Sampel.....	69
	3.5 Pengumpulan Data dan Sumber Data.....	70
	3.5.1 Data Primer.....	70
	3.5.2 Data Sekunder .....	70
	3.6 Uji Validitas dan Uji Reliabilitas.....	70
	3.6.1 Uji Validitas .....	70
	3.6.2 Uji Reliabilitas.....	71
	3.7 Teknik Analisis Data .....	72
	3.7.1 <i>Structural Equation Modeling</i> (SEM).....	72
	3.7.2 <i>Partial Least Square</i> (PLS) .....	72
	3.7.3 Evaluasi Pengaruh Tidak Langsung .....	75
	3.8 Pengujian Hipotesis .....	78
BAB IV	HASIL PENELITIAN DAN PEMBAHASAN.....	79

4.1	Karakteristik Responden .....	79
4.2	Analisis Deskriptif .....	82
4.2.1	<i>Social Media Marketing Activities</i> .....	83
4.2.2	<i>Sensory Brand Experience</i> .....	85
4.2.3	<i>Affective Brand Experience</i> .....	87
4.2.4	<i>Behavioural Brand Experience</i> .....	89
4.2.5	<i>Intellectual Brand Experience</i> .....	90
4.2.6	<i>Continued Usage Intentions</i> .....	92
4.2.7	<i>Brand Loyalty</i> .....	94
4.2.8	<i>Brand Consiousness</i> .....	96
4.2.9	<i>Value Consiousness</i> .....	98
4.3	Hasil Penelitian .....	100
4.3.1	<i>Measurement Model (Outer Model)</i> .....	100
4.3.2	<i>Convergent Validity</i> .....	100
4.3.2.1	<i>Discriminant Validity</i> .....	102
4.3.2.2	<i>Reliability Test</i> .....	105
4.3.3	<i>Structural Model (Inner Model)</i> .....	106
4.3.3.1	<i>Path Coefficient dan T-value</i> .....	106
4.3.4	<i>Specific Inderect Effects</i> .....	111
4.3.4.1	<i>R Square</i> .....	113
4.3.4.2	<i>Q Square</i> .....	114
4.3.4.3	<i>F Square</i> .....	115
4.3.4.4	Hasil Pengujian Hipotesis .....	116
4.4	Pembahasan Hasil Penelitian .....	118
4.4.1	<i>Social Media Marketing</i> .....	118
4.4.2	<i>Sensory Brand Experience</i> .....	118
4.4.3	<i>Affective Brand Experience</i> .....	119
4.4.4	<i>Behavioural Brand Experience</i> .....	119
4.4.5	<i>Intellectual Brand Experience</i> .....	119
4.4.6	<i>Continued Usage Intentions</i> .....	120
4.4.7	<i>Brand Loyalty</i> .....	120

4.4.8	<i>Brand Consciousness</i> .....	120
4.4.9	<i>Value Consciousness</i> .....	121
4.4.10	Pengaruh <i>Social Media Marketing Activities</i> terhadap <i>Sensory Brand Experience</i> .....	121
4.4.11	Pengaruh <i>Social Media Marketing</i> terhadap <i>Affective Brand Experience</i> .....	122
4.4.12	Pengaruh <i>Social Media Marketing</i> terhadap <i>Behavioural Brand Experience</i> .....	122
4.4.13	Pengaruh <i>Social Media Marketing</i> terhadap <i>Intellectual Brand Experience</i> .....	123
4.4.14	Pengaruh <i>Sensory Brand Experience</i> terhadap <i>Continued Usage Intentions</i> .....	123
4.4.15	Pengaruh <i>Affective Brand Experience</i> terhadap <i>Continued Usage Intentions</i> .....	124
4.4.16	Pengaruh <i>Behavioural Brand Experience</i> terhadap <i>Continued Usage Intentions</i> .....	124
4.4.17	Pengaruh <i>Intellectual Brand Experience</i> terhadap <i>Continued Usage Intentions</i> .....	125
4.4.18	<i>Continued Usage Intentions</i> terhadap <i>Brand Loyalty</i> ...	126
4.4.19	Pengaruh <i>Social Media Marketing Activities</i> terhadap <i>Brand Loyalty</i> .....	126
4.4.20	Pengaruh <i>Social Media Marketing Activities</i> terhadap <i>Brand Consciousness</i> .....	127
4.4.21	Pengaruh <i>Social Media Marketing Activities</i> terhadap <i>Value Consciousness</i> .....	128
4.4.22	Pengaruh <i>Brand Consciousness</i> terhadap <i>Brand Loyalty</i> .....	128
4.4.23	Pengaruh <i>Value Consciousness</i> terhadap <i>Brand Loyalty</i> .....	128
BAB V	KESIMPULAN DAN SARAN.....	133
5.1	Kesimpulan .....	133

5.2 Saran.....	135
5.2.1 Saran Bagi Perusahaan .....	135
5.2.2 Saran bagi Penelitian Selanjutnya .....	137
DAFTAR PUSTAKA .....	140