

TABLE OF CONTENTS

<u>Foreword</u>	<u>ii</u>
Table Of Contents	ii
List Of Table	viii
List Of Figures	vii
Abstract	ix
Intisari	x
CHAPTER I INTRODUCTION	1
1.1 Introduction	1
1.2 Problem Identification.....	9
1.3 Research Question.....	10
1.4 Research Benefits.....	10
1.5 Research Scope	11
1.6 Structure of Thesis	11
CHAPTER II LITERATURE REVIEW	12
2.1 Theoretical Approach.....	12
2.1.1 Social Media	123
2.1.2 Service Quality	16
2.1.2.1 Dimensions of Service Quality	18
2.1.3 Purchase Intention	18
2.1.4 Trust.....	19
2.2 Previous Research	20
2.3 Hypothesis Formulation	22
2.3.1 Relationship between Social Media Marketing and Purchase Intention	22
2.3.2 Relationship between Service Quality and Purchase Intention.....	22
2.3.3 Relationship between Trust and Purchase Intention	23
2.3.4 Relationship between Social Media Marketing and Purchase Intention intervening by Trust	23
2.3.5 Relationship between Service Quality and Purchase Intention	

intervening by Trust.....	24
2.4 Research Model.....	24
CHAPTER III RESEARCH METHODOLOGY	25
3.1 Research Design.....	25
3.2 Variable Operational Definition.....	25
3.2.1 Social Media Marketing.....	25
3.2.2 Trust	26
3.2.3 Service quality.....	27
3.2.4 Purchase Intention.....	28
3.3 Research Instrument (up).....	32
3.4 Data Collection Method	32
3.5 Data Analysis Method.....	33
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....	40
4.1 Description of Research Object	40
4.1.1 Characteristics of Respondents	40
4.1.2 Research Instrument	42
4.2 Descriptive Statistical Test.....	43
4.3 Descriptive Analysis of Research Variables	44
4.3.1 Variable Descriptive Analysis Social Media Marketing.....	45
4.3.2 Variable Descriptive Analysis Service quality	46
4.3.3 Variable Descriptive Analysis Trust.....	47
4.3.4 Variable Descriptive Analysis Purchase Intention.....	48
4.4 Data Analysis Results	50
4.4.1 Evaluation of the Measurement Model (Outer Model).....	50
4.4.1.1 Convergent Validity	51
4.4.1.2 Discriminant Validity.....	54
4.4.1.3 Reliability Testing (Composite Reliability and Cronbach Alpha).....	57
4.4.2 Structural Model Testing (Inner Model).....	57
4.4.2.1 Coefficient of Determination Test / R Square (R ²)	89
4.4.2.2 Hypothesis testing	60

4.5. Discussion of Research Results	64
4.5.1 The Relationship between Social Media Marketing and Purchase Intention in Braling Grand Hotel	62
4.5.2 The Effect of Service Quality with Purchase Intention in Braling Grand Hotel	65
4.5.3 The Relationship between Turst and Purchase Intention	66
4.5.4 The Relationship between Social Media Marketing and Purchase Intention Mediating by Trust	67
4.5.5 The Relationship between Service Quality and Purchase Intention Mediating by Trust	64
4.6 Discussion of Research Results	65
4.6.1 Social Media Marketing Affects Purchase Intention	65
4.6.2 Service Quality Affects Purchase Intention	66
4.6.3 Trust Positively Affects Purchase Intention.....	67
4.6.4 Trust Mediates the Positive Effect of Social Media Marketing on Purchase Intention	68
4.6.5 Trust Mediates the Positive Effect of Service Quality on Purchase Intention	70
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	66
5.1 Conclusion	66
5.2 Suggestions	67
5.2.1 Advice for the Company	67
5.2.2 Suggestions for Further Researchers.....	69
REFERENCES.....	71



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THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON PURCHASE INTENTION WITH TRUST AS A MEDIATING VARIABLE IN BRALING GRAND HOTEL

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