

TABLES OF CONTENT

<i>SURAT KETERANGAN PENGGANTI LEMBAR PENGESAHAN SKRIPSI</i>	<i>ii</i>
<i>ACKNOWLEDGEMENT</i>	<i>iv</i>
<i>TABLES OF CONTENT</i>	<i>v</i>
<i>CHAPTER I.....</i>	<i>1</i>
<i>INTRODUCTION</i>	<i>1</i>
1.1 Background	1
1.2 Problem Formulation.....	4
1.3 Research Questions	6
1.4 Research Objective.....	6
1.5 Research Contribution.....	7
1.6. Research Scope	7
1.6.1. Research Model.....	7
1.6.2 Research Object.....	8
1.6.3 Research Location	9
1.6.4 Research Time	9
1.7 Writing Structure	9
<i>CHAPTER II: LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT</i>	<i>11</i>
2.1 Theoretical Review	11
2.1.1 The Persuasion Knowledge Model (PKM)	11
2.1.2 Conceptual Persuasion Knowledge	13
2.1.3 Attitudinal Persuasion Knowledge	14
2.1.4 Brand Attitude	15
2.2 Research Framework.....	16
2..3 Hypothesis Development	18

2.3.1 User Generated Content (UGC)	18
2.3.2 Sponsored Content	19
2.3.3 Sponsored Content & UGC and their effects on Conceptual Persuasion Knowledge	21
2.3.4 Sponsored content and UGC and their effects on Attitudinal Persuasion Knowledge Through Conceptual Persuasion Knowledge	22
2.3.5 Sponsored content and UGC on Brand Attitude Through Conceptual Persuasion Knowledge and Attitudinal Knowledge.....	24
RESEARCH METHODOLOGY.....	26
3.1 Research Method.....	26
3.1.1 Research Procedure	26
3.1.2 Covariates	28
3.2 Measures.....	29
3.2.1 Conceptual Persuasion Knowledge	29
3.2.2 Attitudinal Persuasion Knowledge.....	29
3.2.3 Brand Attitude	30
3.2.4 Brand Awareness (Covariate)	30
3.3 Population and Sampling	30
3.3.1 Population.....	30
3.3 Sampling.....	31
3.3.4 Sample Size	31
3.4 Questionnaire Distribution Scheme	32
3.5 Research Object.....	33
3.6 Data Analysis	34
3.6.1 Descriptive Statistics & Correlation.....	34
3.7 Hypothesis Testing	34
3.7.1 One Way Between Subjects ANOVA.....	34
3.7.2 PROCESS for SPSS	35
3.7 Hypotheses	35
RESULTS AND ANALYSIS.....	37

4.1 Respondent Demographic	37
4.1.1 Respondent Characteristics based on Gender	37
4.1.2 Respondent Characteristics based on Age	37
4.1.3 Respondent's Characteristics based on Domicile	38
4.1.4 Respondent Characteristics based on Last Form of Education	39
4.1.5 Respondent Characteristics based on Income	39
4.2 Descriptive Statistics & Correlation.....	40
4.2 Hypothesis Testing	42
4.2 Discussion	45
4.2.1 Sponsored Content (vs. UGC) on Conceptual Persuasion Knowledge.....	45
4.2.2 Sponsored Content (vs. UGC) on Attitudinal Persuasion Knowledge through Conceptual Persuasion knowledge.....	47
4.2.3 Sponsored Content (vs UGC) on Brand Attitude through Attitudinal Persuasion Knowledge through Conceptual Persuasion knowledge	48
CONCLUSION & RECCOMENDATIONS.....	50
5.1 Conclusion.....	50
5.2 Research Contribution.....	50
5.3 Managerial Implication	52
5.4 Research Limitation	54
5.5 Future Research Direction.....	55
REFERENCE	57