

TABLE OF CONTENT

LIST OF TABLES	13
LIST OF IMAGES	14
LIST OF APPENDIX	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
ABSTRAK	17
CHAPTER I	
INTRODUCTION	18
1.1 Background	18
1.1.1 Practical Background	18
1.2 Problems Formulation	28
1.3 Research Questions	31
1.4 Research Objectives	32
1.5 Research Scope	32
1.5.1 Research Model	32
1.5.2 Research Object	33
1.5.3 Research Location	33
1.5.4 Research Time	33
CHAPTER II	
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	33
2.1 Research Variables	33
2.1.1 Intention to purchase recommended brands	36
2.1.2 Perceived influence	34
2.1.3 Brand engagement in self concept	36
2.1.4 Brand expected value	36
2.2 Hypothesis Development	36
2.2.1 Effects of perceived influence	36
2.2.2 Consequences of brand engagement in self-concept	40
2.2.3 The relationship between expected brand value and purchase intention	41
2.3 Research Model	43
CHAPTER III	
RESEARCH METHOD	45

3.1 Research Strategy	45
3.2 Operational Definition & Measures	45
3.2.1 Perceived influence	45
3.2.2 Brand engagement in self-concept	46
3.2.3 Brand expected value	46
3.2.4 Intention to purchase recommended brands	47
3.2.5 Measurement	48
3.3 Sample Design	48
3.3.1 Sampling Method	48
3.3.2 Population	48
3.3.3 Sample Unit	49
3.3.4 Sample Size	50
3.3.5 Questionnaire Distribution Area	50
3.4 Respondent Profile	50
3.5 Research Object	53
3.5.2 Indah Nada Puspita	54
3.5.3 Jovi Adiguna	56
3.5.4 Alika Islamadina	57
3.6 Data Collection Method	58
3.7 Research Instrument	59
3.8 Instrument Testing	59
3.8.1 Validity testing	59
3.8.2 Reliability Testing	62
3.9 Data Analysis	63
3.9.2 Classic Assumption Test	65
3.9.3 Development of Basic Formulation	66
3.9.4 Goodness of Fit Test	67
3.9.5 Significance Level	68
3.9.6 Hypothesis Testing Procedure	68
4.1 Research Data Quality	69
4.1.1 Classic Assumption Test	69
4.1.1.1 Normality Test	69
4.1.1.2 Multicollinearity Test	71
4.1.2.1 Regression Model 1	Error! Bookmark not defined.
4.1.2.1 Regression Model 2	71

4.1.2.1 Regression Model 3	72
4.1.2 Descriptive Statistics	73
4.1.2 Correlation Between Variable	74
4.2 Goodness of Fit Model	75
4.2.1 Regression Model 1	75
4.2.1.1 Adjusted R2	75
4.2.1.2 F Test	Error! Bookmark not defined.
4.2.1.3 T Test	76
4.2.2 Regression Model 2	77
4.2.2.1 Adjusted R2	77
4.2.1.2 F Test	78
4.2.1.3 T Test	78
4.2.3 Regression Model 3	79
4.2.3.1 Adjusted R2	79
4.2.1.2 F Test	80
4.2.1.3 T Test	80
4.3 Hypothesis Testing	81
4.3.1 Hypothesis One	81
4.3.2 Hypothesis Two	83
4.3.3 Hypothesis Three	Error! Bookmark not defined.
4.3.4 Hypothesis Four	Error! Bookmark not defined.
4.3.5 Hypothesis Five	Error! Bookmark not defined.
4.3.6 Hypothesis Six	92
4.4 Hypothesis Testing Result Summary	94
5.1 Conclusions	96
5.2 Managerial Implication	99
5.2 Research Limitations	102
5.4 Future Research Suggestion	103
REFERENCES	104

LIST OF TABLES

3.1 Variable Perceived influence Measurement items	36
3.2 Variable Brand engagement Measurement items	37
3.3 Variable Brand expected value Measurement items	38
3.4 Variable Intention to purchase recommended brands Measurement items	39
3.5 Respondent's Profile	42
3.6 KMO and Bartlett's Test result.....	52
3.7 Validity Test Result	53
3.8 Reliability Testing	54
4.1 Kolmogorov-Smirnov Test Result	62
4.2 Multicollinearity Test Result	64
4.3 Multicollinearity Test Result	64
4.4 Multicollinearity Test Result	65
4.5 Descriptive Statistics	66
4.6 Correlation Between Variable	68
4.7 Adjusted R Square in Regression Model 1	69
4.8 F Test in Regression Model I	70
4.9 Adjusted R Square in Regression Model 2	71
4.10 F Test in Regression Model II	72
4.11 Adjusted R Square in Regression Model 3.....	73
4.12 F Test in Regression Model III	74
4.13 Result Summary	83

LIST OF IMAGES

1.1 Influencer Platform	14
2.1 Research Model	36
3.1 Instagram Interface	46
3.2 Indah Nada Puspita	47
3.3 Jovi Adiguna Hunter	49
3.4 Alike Islamadina	51
4.1 Hypothesis summary	85

LIST OF APPENDIX

Appendix I. Questionnaire	117
Appendix II. Validity Test Result	122
Appendix III. Reliability Test Result	122
Appendix IV. Descriptive Statistics	125
Appendix V. Correlations	125
Appendix VI. Classic Assumption Test Result	125
Appendix VII. Regression Model I Results	126
Appendix VIII. Regression Model II Result	127