

TABLE OF CONTENTS

AUTHORIZATION PAGE	ii
DECLARATION PAGE	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
INTISARI	xii
CHAPTER I.....	1
INTRODUCTION	1
1.1. Background	1
1.2. Problem Statement	14
1.3. Research Questions	16
1.4. Research Objectives	17
1.5. Research Benefits	18
1.6. Research Scope	20
1.7. Systematical Writing	21
CHAPTER II	22
LITERATURE REVIEW AND THEORETICAL FRAMEWORK	23
2.1. Theoretical Review	23
2.1.1 Social Media Influencers	23
2.1.2 Attractiveness	25
2.1.3 Trustworthiness	26
2.1.4 Expertise	27
2.1.5 Attitude Toward Advertisement	29
2.1.6 Attitude Toward Brand	30
2.1.7. Purchase Intention	31
2.2. Hypothesis Development	32
2.2.1 The Relationship Between Attractiveness and Attitude Toward Advertisement	32
2.2.2 The Relationship Between Trustworthiness and Attitude Toward Advertisement	34
2.2.3 The Relationship Between Expertise and Attitude Toward Advertisement	35
2.2.4 The Relationship Between Attractiveness and Attitude Toward Brand.....	36
2.2.5 The Relationship Between Trustworthiness and Attitude Toward Brand	37
2.2.6 The Relationship Between Expertise and Attitude Toward Brand.....	38
2.2.7 The Relationship Between Attitude Toward Advertisement and Attitude Toward Brand.....	40

2.2.8 The Relationship Between Attitude Toward Advertisement and Purchase Intention	41
2.2.9 The Relationship Between Attitude Toward Brand and Purchase Intention	42
2.3 Research Framework	43
CHAPTER III	45
RESEARCH METHODOLOGY	45
3.1. Research Strategy	45
3.2. Operational Definition and Measurement.....	46
3.2.1. Attractiveness	46
3.2.2. Trustworthiness.....	47
3.2.3. Expertise	48
3.2.4. Attitude Toward Advertisement	49
3.2.5. Attitude Toward Brand	50
3.2.6. Purchase Intention	51
3.3. Sampling Design.....	51
3.3.1. Sampling Method.....	51
3.3.2. Sample Size	52
3.4. Data Collection Method.....	53
3.5. Research Instrument	53
3.6. Instrumental Testing	54
3.6.1 Validity Test	54
3.6.2 Reliability Test.....	56
3.7. Data Analysis.....	57
3.7.1. Data Analysis Method	57
3.7.2. Multiple Regression Analysis.....	57
3.7.3. Goodness of Fit Model	59
3.7.4. Classic Assumption Test.....	59
3.7.4.1. Normality Test	60
3.7.4.2. Multicollinearity Test	60
3.7.5. Hypothesis Testing Method.....	61
3.7.5.1. Coefficient Determination Test (R^2)	61
3.7.5.2. Significance Test (F Statistics)	61
3.7.5.3. Individual Significance Test (Statistics T).....	61
3.7.6. Significanve Level	62
CHAPTER IV	65
DATA ANALYSIS	65
4.1 Data Collection Results	65
4.2 Characteristics of Respondents.....	65
4.2.1 Respondents Classification Based on Place of Origin.....	65
4.2.2 Respondents Classification Based on Age	67
4.2.3 Respondents Classification Based on Latest Education	68
4.2.4 Respondents Classification Based on Occupation.....	70
4.2.5 Respondents Classification Based on Average Monthly Income.....	71
4.3 Validity Test	72
4.3.1 Content Validity.....	72

4.3.2 Construct Validity	73
4.4 Reliability Test.....	75
4.5 Descriptive Statistics	77
4.5.1 Descriptive Statistics for Both Social Media Influencers.....	77
4.5.2 Comparison of Average Variable Both Social Media Influencers	79
4.6 Normality Test	80
4.7 Multicollinearity Test	81
4.8 Hypothesis Testing	82
4.8.1 First Multiple Regression Analysis	82
4.8.2 Second Multiple Regression Analysis	84
4.8.3 Third Multiple Regression Analysis	87
4.9 Analysis of Regression Results	89
4.9.1 Attractiveness of Social Media Influencers Positively Influence Attitude Toward Advertisement.....	89
4.9.2 Trustworthiness of Social Media Influencers Positively Influence Attitude Toward Advertisement.....	90
4.9.3 Expertise of Social Media Influencers Positively Influence Attitude Toward Advertisement.....	91
4.9.4 Attractiveness of Social Media Influencers Positively Influence Attitude Toward Brand.....	93
4.9.5 Trustworthiness of Social Media Influencers Positively Influence Attitude Toward Brand.....	94
4.9.6 Expertise of Social Media Influencers Positively Influence Attitude Toward Brand.....	95
4.9.7 Attitude Toward Advertisement Positively Influence Attitude Toward Brand	97
4.9.8 Attitude Toward Advertisement Positively Influence Purchase Intention.....	99
4.9.9 Attitude Toward Brand Positively Influence Purchase Intention	101
4.10 Summary of Hypothesis Testing Results.....	102
CHAPTER V	105
CONCLUSION AND RECOMMENDATION	105
5.1. Conclusion	105
5.2. Research Implication	107
5.3. Research Limitations	111
5.4. Recommendation	113
REFERENCES	115
APPENDIX.....	121

LIST OF TABLES

Table 3.1 Items of Attractiveness Variable	47
Table 3.2 Items of Trustworthiness Variable.....	48
Table 3.3 Items of Expertise Variable	49
Table 3.4 Items of Attitude Toward Advertisement Variable	50
Table 3.5 Items of Attitude Toward Brand Variable	50
Table 3.6 Items of Purchase Intention Variable	51
Table 4.1 Respondents Classification Based on Place of Origin.....	66
Table 4.2 Respondents Classification Based on Age	67
Table 4.3 Respondents Classification Based on Latest Education	69
Table 4.4 Respondents Classification Based on Occupation	70
Table 4.5 Respondents Classification Based on Average Monthly Income	71
Table 4.6 KMO's Score and Bartlett's Test	74
Table 4.7 Rotated Component Matrix	74
Table 4.8 Cronbach's Alpha Reliability Test Results	76
Table 4.9 Statistics Descriptive Both Social Media Influencers	77
Table 4.10 Comparison of Mean Variables of Both Social Media Influencers	79
Table 4.11 Normality Test Result	81
Table 4.12 Multicollinearity Test Result	81
Table 4.13 First Multiple Regression Analysis Result	83
Table 4.14 Second Multiple Regression Analysis Result	85
Table 4.15 Third Multiple Regression Analysis Result	88
Table 4.16 Summary of Hypothesis Testing Results	103

LIST OF FIGURES

Figure 1.1 Revenues In Personal Care And Beauty Products In Indonesia	9
Figure 1.2 Responses for First Questions of Pre Survey	11
Figure 1.3 Responses for Second Questions of Pre Survey	11
Figure 1.4 Social Media Influencers Who Have Become the Partner of Avoskin.....	12
Figure 1.5 Responses for Third Questions of Pre Survey	12
Figure 1.6 Responses for Fourth Questions of Pre Survey	13
Figure 2.1 Research Framework	44
Figure 4.1 Model Hypothesis Test Results	104