



## TABLE OF CONTENT

ACKNOWLEDGEMENT .....	i
RATIFICATION .....	ii
STATEMENTS OF WORK ORIGINALITY .....	iii
PREFACE.....	iv
DEDICATION .....	v
LIST OF TABLES .....	ix
LIST OF FIGURES .....	x
ABSTRAK .....	xi
ABSTRACT .....	xii
CHAPTER I.....	1
INTRODUCTION .....	1
1.1 Background .....	1
1.2 Problem Definition .....	13
1.3 Research Questions.....	14
1.4 Research Purpose .....	15
1.5 Scope of Research.....	15
CHAPTER II .....	18
Literature Review .....	18
2.1 Variable Profiles .....	18
2.1.1 Mood Enhancement.....	18
2.1.2 Escapism.....	19
2.1.3 Social Interaction.....	20
2.1.4 Experiential Learning.....	21
2.1.5 E-WOM In Group .....	22
2.1.6 E-WOM Out of Group .....	23
2.2 The Relationship Between Mood Enhancement and Escapism.....	23
2.3 The Relationship Between Mood Enhancement and Experiential Learning .....	24
2.4 The Relationship Between Escapism and Social Interaction.....	25
2.5 The Relationship Between Social Interaction and E-WOM.....	27
2.6 The Relationship Between Experiential Learning and E-WOM .....	29
2.7 Research Model .....	30



CHAPTER III.....	32
Research Method .....	32
3.1 Research Strategy .....	32
3.2 Operational Definitions and Measurement .....	33
3.2.1 Mood Enhancement.....	33
3.2.2 Escapism.....	34
3.2.3 Experiential Learning .....	34
3.2.4 Social Interaction.....	35
3.2.5 E-WOM In Group .....	35
3.2.6 E-WOM Out of Group .....	36
3.2.7 Measurement Scale .....	37
3.3 Sampling Design.....	37
3.3.1 Sampling Method .....	37
3.3.2 Population and Sample Unit.....	38
3.3.3 Sample Size .....	38
3.3.4 Location .....	39
3.4 Participant Profile .....	39
3.5 Object of The Research.....	41
3.6 Data Collection Method.....	45
3.7 Research Instrument .....	46
3.8 Instrument Tests.....	47
3.8.1 Validity Testing .....	47
3.8.2 Reliability Testing .....	52
3.9 Data Analysis .....	54
3.9.1 Analysis Method .....	54
3.9.2 Classical Assumption for Data Analysis Method .....	55
3.9.3 Formulation Development.....	56
3.9.4 Goodness of Fit Measurement.....	57
3.9.5 Level of Significance .....	58
3.9.6 Hypothesis Testing.....	59
CHAPTER 4.....	60
DATA ANALYSIS .....	60



<b>4.1</b>	<b>Classical Assumption</b> .....	60
4.1.1	Descriptive Statistics .....	63
4.1.2	Correlations .....	64
<b>4.2</b>	<b>Goodness of Fit Model</b> .....	66
<b>4.3</b>	<b>T Statistics</b> .....	66
4.3.1	T Statistics of Mood Enhancement on Escapism .....	67
4.3.2	T Statistics of Mood Enhancement on Experiential Learning.....	67
4.3.3	T Statistics of Escapism on Social Interaction.....	68
4.3.4	T Statistics of Social Interaction and Experiential Learning on E-WOM In Group .....	68
4.3.5	T Statistics of Social interaction and Experiential Learning on E-WOM Out of Group .....	69
4.3.6	F Statistics .....	69
4.3.7	R-Squared .....	71
<b>4.4</b>	<b>Hypothesis Testing</b> .....	74
4.4.1	H1: Mood enhancement positively influences escapism.....	74
4.4.2	H2: Mood enhancement positively influences experiential learning 74	
4.4.3	H3: Escapism positively influences social interaction .....	75
4.4.4	H4a: Social Interaction positively influences E-WOM In Group ...	76
4.4.5	H4b: Social interaction positively influences E-WOM Out of Group 76	
4.4.6	H5a: Experiential learning positively influences E-WOM In Group 77	
4.4.7	H5b: Experiential learning positively influences E-WOM Out of Group 78	
<b>4.5</b>	<b>Summary of Hypothesis Testing</b> .....	79
CHAPTER 5 .....		81
CONCLUSION .....		81
References .....		89
Appendix I.....		92
Appendix II – Result of Validity Test .....		99
Appendix III – Result of Reliability Test .....		100