

DAFTAR ISI

ABSTRAK	ii
ABSTRACT	iii
KATA PENGANTAR	iv
DAFTAR ISI	v
DAFTAR TABEL	x
DAFTAR GAMBAR	xii
DAFTAR LAMPIRAN	xiii
BAB I PENDAHULUAN	1
1.1. Latar Belakang Masalah	1
1.2. Rumusan Masalah	11
1.3. Tujuan Penelitian	11
1.4. Manfaat Penelitian	12
1.4.1. Manfaat Teoritis	12
1.4.2. Manfaat Praktis	12
BAB II KAJIAN PUSTAKA	13
2.1. Purchase Intention	13
2.1.1. Pengertian <i>Purchase Intention</i>	13
2.1.2. Indikator <i>Purchase Intention</i>	14
2.2. Celebrity Endorsement	15
2.2.1. Pengertian <i>Celebrity Endorsement</i>	15
2.2.2. Peran <i>Celebrity Endorsement</i>	17

2.3.3.	Keuntungan Menggunakan <i>Celebrity Endoser</i>	17
2.3.4.	Indikator <i>Celebrity Endorsement</i>	18
2.3.	<i>Electronic Word of Mouth (E-WOM)</i>	19
2.3.1.	Pengertian <i>Electronic Word of Mouth (E-WOM)</i>	19
2.3.2.	Indikator <i>Electronic Word of Mouth (E-WOM)</i>	20
2.4.	<i>Perceived Price</i>	21
2.4.1.	Pengertian <i>Perceived Price</i>	21
2.4.1.	Indikator <i>Perceived Price</i>	23
2.5.	<i>Brand Image</i>	23
2.5.1.	Pengertian <i>Brand Image</i>	23
2.5.2.	Faktor-Faktor Pembentuk <i>Brand Image</i>	25
2.5.3.	Indikator <i>Brand Image</i>	25
2.6.	<i>Perceived Value</i>	26
2.6.1.	Pengertian <i>Perceived Value</i>	26
2.6.2.	Cara Menciptakan <i>Perceived Value</i>	27
2.6.3.	Indikator <i>Perceived Value</i>	28
2.7.	Kerangka Teori dan Rumusan Hipotesis	29
2.7.1.	<i>Celebrity Endorsement</i> dan <i>Purchase Intention</i>	40
2.7.2.	<i>Celebrity Endorsement</i> dan <i>Brand Image</i>	41
2.7.3.	<i>Celebrity Endorsement</i> dan <i>Perceived Value</i>	42
2.7.4.	<i>Electronic Word of Mouth (E-WOM)</i> dan <i>Brand Image</i>	42
2.7.5.	<i>Electronic Word of Mouth (E-WOM)</i> dan <i>Purchase Intention</i>	43
2.7.6.	<i>Perceived Price</i> dan <i>Brand Image</i>	44

2.7.7.	<i>Perceived Price dan Perceived Value</i>	44
2.7.8.	<i>Perceived Price dan Purchase Intention</i>	45
2.7.9.	<i>Brand Image dan Purchase Intention</i>	45
2.7.10.	<i>Perceived Value dan Purchase Intention</i>	46
BAB III METODE PENELITIAN		63
3.1. Waktu dan Tempat Penelitian		63
3.2. Desain Penelitian		63
3.3. Populasi dan Sampel.....		64
3.4. Pengembangan Instrumen		65
3.4.1.	<i>Celebrity Endorsement</i>	66
3.4.2.	<i>Electronic Word of Mouth (E-WOM)</i>	67
3.4.3.	<i>Brand Image</i>	69
3.4.4.	<i>Perceived Price</i>	70
3.4.5.	<i>Perceived Value</i>	71
3.4.6.	<i>Purchase Intention</i>	71
3.5. Teknik Pengumpulan Data		73
3.6. Teknik Analisis Data.....		74
3.6.1.	Uji Validitas	74
3.6.2.	Uji Reliabilitas	75
3.6.3.	Uji Analisa Data Structural Equation Modeling (SEM)	75
BAB IV HASIL DAN PEMBAHASAN		83
4.1. Deskripsi Data		83
4.1.1.	Profil Jenis Kelamin Responden	83

4.1.2.	Profil Usia Responden	83
4.1.3.	Profil Status Pernikahan Responden	84
4.1.4.	Profil Status Pendidikan Responden	84
4.1.5.	Profil Pekerjaan Responden	85
4.1.6.	Profil Penghasilan Responden.....	86
4.1.7.	Profil Domisili Responden.....	87
4.2.	Analisis Deskriptif Variabel Penelitian.....	90
4.2.1.	<i>Celebrity Endorsement</i>	90
4.2.2.	<i>Electronic Word of Mouth (E-WOM)</i>	93
4.2.3.	<i>Brand Image</i>	95
4.2.4.	<i>Perceived Price</i>	97
4.2.5.	<i>Perceived Value</i>	99
4.2.6.	<i>Purchase Intention</i>	100
4.3.	Uji Instrumen	102
4.3.1.	Uji Validitas dan Uji Reabilitas	102
4.3.2.	Uji Struktural Model	106
4.4.	Uji Hasil Kesesuaian Hipotesis	111
4.5.	Pembahasan Uji <i>Structural Equation Modelling</i> (SEM)	115
4.5.1.	Pengaruh <i>Celebrity Endorsement</i> terhadap <i>Purchase Intention</i>	116
4.5.2.	Pengaruh <i>Celebrity Endorsement</i> terhadap <i>Brand Image</i>	118
4.5.3.	Pengaruh <i>Celebrity Endorsement</i> terhadap <i>Perceived Value</i>	120
4.5.4.	Pengaruh <i>Electronic Word of Mouth (E-WOM)</i> terhadap <i>Brand Image</i>	

4.5.5.	Pengaruh <i>Electronic Word of Mouth</i> (E-WOM) terhadap <i>Purchase Intention</i>	124
4.5.6.	Pengaruh <i>Perceived Price</i> terhadap <i>Brand Image</i>	126
4.5.7.	Pengaruh <i>Perceived Price</i> terhadap <i>Perceived Value</i>	128
4.5.8.	Pengaruh <i>Perceived Price</i> terhadap <i>Purchase Intention</i>	130
4.5.9.	Pengaruh <i>Brand Image</i> terhadap <i>Purchase Intention</i>	133
4.5.10.	Pengaruh <i>Perceived Value</i> terhadap <i>Purchase Intention</i>	134
BAB V KESIMPULAN DAN SARAN		137
5.1.	Kesimpulan	137
5.2.	Implikasi Manajerial	139
5.3.	Keterbatasan Penelitian	141
5.4.	Saran	141
DAFTAR PUSTAKA		144
LAMPIRAN		153

DAFTAR TABEL

Tabel 1.1 Jumlah Pekerja Aktif BPJS Ketenagakerjaan Bukan Penerima Upah (BPU) Tahun 2017-2021	3
Tabel 2.1 Penelitian Terdahulu.....	38
Tabel 3.1 Timeline Perencanaan Penyelesaian Tesis.....	63
Tabel 3.2 Indikator Celebrity Endorsement.....	66
Tabel 3.3 Indikator Electronic Word of Mouth.....	68
Tabel 3.4 Indikator Brand Image.....	69
Tabel 3.5 Indikator Perceived Price.....	70
Tabel 3.6 Indikator Perceived Value.....	71
Tabel 3.7 Indikator Purchase Intention.....	71
Tabel 3.8 Ringkasan Acuan Validitas.....	75
Tabel 3.9 Tabel Kriteria Goodness of fit.....	81
Tabel 4.1 Profil Jenis Kelamin Responden.....	83
Tabel 4.2 Profil Usia Responden.....	84
Tabel 4.3 Profil Status Pernikahan Responden.....	84
Tabel 4.4 Profil Status Pendidikan Responden.....	85
Tabel 4.5 Profil Pekerjaan Responden.....	86
Tabel 4.6 Profil Penghasilan Responden.....	86
Tabel 4.7 Profil Domisili Responden.....	88
Tabel 4.8 Pertanyaaan Penyaringan Responden.....	90
Tabel 4.9 Analisa Deskriptif Celebrity Endorsement.....	91
Tabel 4.10 Analisa Deskriptif Electonic Word of Mouth (E-WOM).....	94
Tabel 4. 11 Analisa Deskriptif Brand Image.....	96
Tabel 4.12 Analisa Deskriptif Perceived Price.....	98
Tabel 4.13 Analisa Deskriptif Perceived Value.....	99
Tabel 4.14 Analisa Deskriptif Purchase Intention.....	101
Tabel 4.15 Uji validitas dan Uji Reabilitas.....	103
Tabel 4.16 Hasil Uji Goodness of Fit Awal.....	106

Tabel 4.17 Uji Goodness of Fit CFA yang Sudah Fit..... 108
Tabel 4.18 Uji Goodness of Fit yang Sudah Fit..... 110
Tabel 4.19 Hasil Uji Hipotesis Pengaruh Langsung 111



DAFTAR GAMBAR

Gambar 2.1 Kerangka Penelitian	29
Gambar 3.1 Path Structural Equation Modeling.....	82
Gambar 4. 1 Structural Equation Modelling yang Belum Fit	106
Gambar 4.2 Confirmatory Factors Analysis yang Sudah Fit	107
Gambar 4.3 Structural Equation Modelling yang Sudah Fit	109



DAFTAR LAMPIRAN

Lampiran 1 Kueisoner	153
Lampiran 2 Scoring Responden	162
Lampiran 3 Profile Responden	216
Lampiran 4 Hasil Kriteria Goodness of Fit yang Telah Sesuai dengan Persyaratan	220
Lampiran 5 Hasil Uji Hipotesis Pengaruh Langsung	221

