

## DAFTAR ISI

|                                    |              |
|------------------------------------|--------------|
| <b>LEMBAR PERSETUJUAN .....</b>    | <b>i</b>     |
| <b>LEMBAR ORISINALITAS .....</b>   | <b>iii</b>   |
| <b>ABSTRAK .....</b>               | <b>v</b>     |
| <b><i>ABSTRACT</i> .....</b>       | <b>vi</b>    |
| <b>LEMBAR PERSEMBAHAN .....</b>    | <b>vii</b>   |
| <b>KATA PENGANTAR.....</b>         | <b>ix</b>    |
| <b>DAFTAR ISI.....</b>             | <b>xi</b>    |
| <b>DAFTAR GAMBAR .....</b>         | <b>xv</b>    |
| <b>DAFTAR TABEL .....</b>          | <b>xvi</b>   |
| <b>DAFTAR LAMPIRAN .....</b>       | <b>xviii</b> |
| <b>BAB I PENDAHULUAN.....</b>      | <b>1</b>     |
| 1.1 Latar Belakang .....           | 1            |
| 1.2 Rumusan Masalah .....          | 10           |
| 1.3 Tujuan Penelitian.....         | 11           |
| 1.4 Manfaat Penelitian .....       | 11           |
| 1.4.1 Manfaat Teoretis.....        | 11           |
| 1.4.2 Manfaat Praktis .....        | 12           |
| <b>BAB II KAJIAN PUSTAKA .....</b> | <b>13</b>    |

|  |           |
|--|-----------|
| 2.1 Konsep Pendukung .....                         | 13        |
| 2.1.1 <i>Loyalty Intention</i> .....               | 13        |
| 2.1.2 <i>Customer Trust</i> .....                  | 16        |
| 2.1.3 <i>Relationship Quality</i> .....            | 18        |
| 2.1.4 <i>Social Media Marketing</i> .....          | 21        |
| 2.1.5 <i>Customer Experience</i> .....             | 24        |
| 2.2 Pengembangan Hipotesis dan Kerangka Teori..... | 28        |
| 2.2.1 Pengembangan Hipotesis .....                 | 28        |
| 2.2.2 Kerangka Teori.....                          | 41        |
| 2.3 Penelitian Terdahulu.....                      | 42        |
| <b>BAB III METODE PENELITIAN .....</b>             | <b>43</b> |
| 3.1 Waktu Dan Tempat Penelitian .....              | 43        |
| 3.2 Desain Penelitian.....                         | 43        |
| 3.3 Populasi dan Sampel .....                      | 44        |
| 3.3.1 Populasi.....                                | 44        |
| 3.3.2 Sampel.....                                  | 44        |
| 3.4 Pengembangan Instrumen .....                   | 45        |
| 3.4.1 Variabel Independen.....                     | 45        |
| 3.4.2 Variabel Dependen .....                      | 47        |

|   |           |
|---|-----------|
| 3.5 Teknik Pengumpulan Data .....   | 51        |
| 3.5.1 Skala Pengukuran.....   | 51        |
| 3.6 Teknik Analisis Data .....  | 52        |
| 3.6.1 Uji Validitas.....  | 53        |
| 3.6.2 Uji Reliabilitas .....  | 54        |
| 3.6.3 Uji Kesesuaian Model.....   | 55        |
| 3.6.4 Uji Hipotesis .....   | 58        |
| 3.6.5 Model SEM.....  | 59        |
| <b>BAB IV HASIL DAN PEMBAHASAN.....</b>                                   | <b>60</b> |
| 4.1 Deskripsi Data.....   | 60        |
| 4.1.1 Karakteristik Responden .....                                       | 60        |
| 4.2 Hasil Pengujian dan Pembahasan.....                                   | 65        |
| 4.2.1 Analisis Deskriptif.....  | 65        |
| 4.2.2 <i>Confirmatory Factor Analysis (CFA)</i> .....                     | 71        |
| 4.3 Pembahasan.....   | 80        |
| 4.3.1 <i>Relationship Quality</i> dan <i>Loyalty Intention</i> .....      | 80        |
| 4.3.2 <i>Customer Experience</i> dan <i>Relationship Quality</i> .....    | 80        |
| 4.3.3 <i>Relationship Quality</i> dan <i>Customer Trust</i> .....         | 81        |
| 4.3.4 <i>Social Media Marketing</i> dan <i>Relationship Quality</i> ..... | 82        |

|  |            |
|--|------------|
| 4.3.5 <i>Customer Experience</i> dan <i>Social Media Marketing</i> ..... | 83         |
| 4.3.6 <i>Social Media Marketing</i> dan <i>Customer Trust</i> .....      | 84         |
| <b>BAB V KESIMPULAN DAN SARAN .....</b>                                  | <b>85</b>  |
| 5.1 Kesimpulan .....   | 85         |
| 5.2 Implikasi.....   | 87         |
| 5.2.1 Implikasi Teoretis .....   | 87         |
| 5.2.2 Implikasi Praktis .....  | 88         |
| 5.3 Keterbatasan Penelitian.....   | 90         |
| 5.4 Rekomendasi Penelitian Selanjutnya .....                             | 91         |
| <b>DAFTAR PUSTAKA.....</b>   | <b>93</b>  |
| <b>LAMPIRAN.....</b>   | <b>103</b> |
| Lampiran 1 Kuesioner.....  | 103        |
| Lampiran 2 Hasil Uji CFA SEM .....                                       | 110        |
| Lampiran 3 Hasil Uji Hipotesis .....                                     | 114        |

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1. 1 Persentase Alasan Utama Orang Menggunakan Internet ..... | 2  |
| Gambar 2. 1 Kerangka teori .....                                     | 42 |
| Gambar 3. 1 Model SEM .....  | 59 |
| Gambar 4. 1 Hasil Uji Validitas <i>SEM AMOS</i> .....                | 71 |
| Gambar 4. 2 Hasil Setelah Uji Validitas <i>SEM AMOS</i> .....        | 73 |
| Gambar 4. 3 Rumus <i>Construct Reliability</i> .....                 | 75 |
| Gambar 4. 4 <i>Full Model SEM AMOS</i> .....                         | 76 |
| Gambar 4. 5 <i>Fitted Model SEM AMOS</i> .....                       | 77 |

## DAFTAR TABEL

|   |    |
|---|----|
| Tabel 1. 1 Urutan Negara dengan Jumlah Pengguna Tiktok Terbanyak di Dunia (Juli 2023) ..... | 8  |
| Tabel 2. 1 Penelitian Terdahulu.....  | 42 |
| Tabel 3. 1 Indikator Variabel.....  | 49 |
| Tabel 3. 2 Skala <i>Likert-Type</i> .....   | 52 |
| Tabel 3. 3 <i>Goodness of Fit Indices</i> .....   | 58 |
| Tabel 4. 1 Persentase Karakteristik Responden Berdasarkan Jenis Kelamin.....                | 60 |
| Tabel 4. 2 Persentase Karakteristik Responden Berdasarkan Usia .....                        | 61 |
| Tabel 4. 3 Persentase Karakteristik Responden Berdasarkan Pekerjaan.....                    | 62 |
| Tabel 4. 4 Persentase Karakteristik Responden Berdasarkan Domisili .....                    | 63 |
| Tabel 4. 5 Persentase Karakteristik Responden Berdasarkan Pendidikan Terakhir .....         | 64 |
| Tabel 4. 6 Persentase Karakteristik Responden Berdasarkan Pendapatan Per Bulan .....        | 64 |
| Tabel 4. 7 Analisis Deskriptif Variabel <i>Social Media Marketing</i> .....                 | 66 |
| Tabel 4. 8 Analisis Deskriptif Variabel <i>Customer Experience</i> .....                    | 67 |
| Tabel 4. 9 Analisis Deskriptif Variabel <i>Relationship Quality</i> .....                   | 68 |
| Tabel 4. 10 Analisis Deskriptif Variabel <i>Loyalty Intention</i> .....                     | 69 |
| Tabel 4. 11 Analisis Deskriptif Variabel <i>Customer Trust</i> .....                        | 70 |
| Tabel 4. 12 Hasil <i>Factor Loading SEM AMOS</i> .....                                      | 72 |
| Tabel 4. 13 Hasil Uji Validitas Valid <i>SEM AMOS</i> .....                                 | 74 |
| Tabel 4. 14 Hasil Uji Reliabilitas .....  | 75 |

|  |    |
|--|----|
| Tabel 4. 15 Hasil <i>Full Model SEM AMOS</i> .....         | 76 |
| Tabel 4. 16 Hasil <i>Fitted Model SEM AMOS</i> .....       | 77 |
| Tabel 4. 17 Pernyataan Indikator <i>Fitted Model</i> ..... | 78 |
| Tabel 4. 18 Hasil Uji Hipotesis .....                      | 79 |

## **DAFTAR LAMPIRAN**

|                                      |     |
|--------------------------------------|-----|
| Lampiran 1 Kuesioner.....            | 103 |
| Lampiran 2 Hasil Uji CFA SEM .....   | 110 |
| Lampiran 3 Hasil Uji Hipotesis ..... | 114 |