

DAFTAR ISI

BAB 1 PENDAHULUAN	1
1.1. Latar Belakang.....	1
1.2. Rumusan Masalah	6
1.3. Tujuan Penelitian.....	7
1.4. Manfaat Penelitian.....	7
1.5. Batasan Penelitian	8
1.6. Sistematika Penulisan.....	8
BAB 2 KAJIAN PUSTAKA	11
2.1. Landasan Konseptual.....	11
2.1.1. <i>Celebrity Endorsement</i>	11
2.1.2. <i>Endorser</i>	12
2.1.2.1. <i>Jenis Endorser</i>	14
2.1.3. <i>Celebrity Endorser</i>	16
2.1.3.1. <i>Atribut Celebrity Endorser</i>	18
2.1.4. <i>Purchase Intention</i>	21
2.1.4.1 <i>Faktor Purchase Intention</i>	22
2.1.4.1. <i>Indikator Purchase Intention</i>	23
2.1.5. <i>Brand</i>	24
2.1.5.1. <i>Fungsi Brand</i>	27
2.1.6. <i>Brand Image</i>	27
2.1.6.1. <i>Dimensi Brand Image</i>	30
2.1.7. <i>E-commerce</i>	31
2.1.7.1. <i>Jenis E-commerce</i>	34
2.2. Penelitian Terdahulu.....	35
2.2.1. Penelitian Terdahulu <i>Celebrity Endorser</i>	35
2.2.2. Penelitian Terdahulu <i>Purchase Intention</i>	39
2.2.3. Penelitian Terdahulu <i>Brand Image</i>	43
2.3. Identifikasi Hipotesis.....	47
2.4 Kerangka Konseptual	48
BAB 3 METODE PENELITIAN.....	49
3.1. Jenis Penelitian	49

3.2.	Jenis dan Sumber Data	49
3.3.	Populasi dan Sampel	49
3.4.	Instrumen dan Penelitian	50
3.5.	Variabel Penelitian	50
3.5.1.	Variabel Independen.....	51
3.5.2.	Variabel Dependen	51
3.5.3.	Variabel Mediator.....	51
3.6.	Operasional Variabel	51
3.7.	Metode Pengumpulan Data	65
3.8.	Metode Analisis Data	65
3.8.1.	Measurement (Outer) Model	65
3.8.1.1.	Validitas dan Reliabilitas.....	65
3.8.2.	<i>Structural (Inner) Model</i>	66
3.8.3.	<i>Partial Least Square (PLS)</i>	66
BAB 4 HASIL PENELITIAN		69
4.1.	Statistik Deskriptif.....	69
4.2.	Analisis	74
4.2.1.	Pengujian Measurement (Outer) Model	74
4.2.1.1.	Cronbach's Alpha.....	75
4.2.1.2.	Perhitungan Confirmatory Factor Analysis.....	76
4.2.1.3.	Perhitungan Composite Reliability dan Average Variance Extracted ...	79
4.2.2.	Pengujian Structural (Inner) Model.....	80
4.2.2.1.	Nilai R Square	83
4.2.2.2.	Total Pengaruh	83
4.3.	Pembahasan dan Implikasi Penelitian	85
4.3.1.	Implikasi Teoritis.....	85
4.3.2.	Implikasi Manajerial.....	87
BAB 5 PENUTUP.....		89
5.1.	Kesimpulan.....	89
5.2.	Saran	89
5.2.1.	Saran Akademis.....	89
5.2.2.	Saran Praktis	90
5.2.3.	Saran Umum.....	90
5.3.	Keterbatasan Penelitian	90

5.3.1.	Keter Batasan Konsep	90
5.3.2.	Keterbatasan Teknis	90

DAFTAR TABEL

Tabel 1.1 Jumlah Pengguna Internet Indonesia 2017	1
Tabel 1.2 Top 10 E-commerce Indonesia Q1 2018	2
Tabel 2.1 Tabel Penelitian Terdahulu Celebrity Endorser.....	35
Tabel 2.2 Tabel Penelitian Terdahulu Purchase Intention	39
Tabel 2.3 Tabel Penelitian Terdahulu Brand Image	43
Tabel 3.1 Definisi Operasional Variabel.....	52
Tabel 4.1 Demografi Sampel	73
Tabel 4.2 Kriteria Realibilitas Cronbach's Alpha	75
Tabel 4.3 Hasil Perhitungan Cronbach's Alpha	75
Tabel 4.4 Ringkasan Confirmatory Analysis	78
Tabel 4.5 Hasil Perhitungan Composite Realibility dan AVE.....	79
Tabel 4.6 Hasil Bootstrapping	81
Tabel 4.7 Hasil Bootstrapping Efek Mediasi Brand Image	82
Tabel 4.8 Nilai R Square.....	83

DAFTAR GAMBAR

Gambar 2.1 Kerangka Konseptual	48
Gambar 4.1 Domisili Responden	69
Gambar 4.2 Jenis Kelamin Responden	70
Gambar 4.3 Usia Responden.....	70
Gambar 4.4 Status Pernikahan Responden	71
Gambar 4.5 Tingkat Pendidikan Responden.....	71
Gambar 4.6 Pekerjaan Responden	72
Gambar 4.7 Pendapatan Responden.....	72
Gambar 4.8 Pengeluaran Responden	73
Gambar 4.9 Diagram Confirmatory Analysis	77
Gambar 4.10 Hasil Bootstrapping.....	81
Gambar 4.11 Total Pengaruh Antar Variabel	84

DAFTAR LAMPIRAN

- Lampiran 1. Kuesioner
- Lampiran 2. Tabel Krejcie Morgan
- Lampiran 3. Timeline Penelitian
- Lampiran 4. Validitas dan Realibilitas
- Lampiran 5. Hasil Penelitian