

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
APPROVAL OF EXAMINATION PASSAGE	ii
STATEMENT OF ORIGINALITY	iii
ABSTRACT	v
MOTTOS	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	xi
LIST OF TABLES	xv
LIST OF FIGURES.....	xvii
LIST OF ATTACHMENTS.....	xviii
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement	16
1.3 Research Question.....	17
1.4 Research Objectives	18
1.5 Research Contribution.....	18
1.5.1 Theoretical and Academic Contributions.....	18
1.5.2 Practical Contributions.....	18

1.6 Writing Systematics	19
CHAPTER II LITERATURE REVIEW	20
2.1 Theoretical Background.....	20
2.1.1 Relationship Marketing.....	20
2.1.2 Technological Acceptance Model (TAM)	21
2.1.3 Purchasing Intention.....	25
2.1.4 Digital Marketing.....	29
2.2 Relationship between Variables	42
2.2.1 Digital Marketing toward Purchasing Intention.....	42
2.3 Prior Research	44
2.4 Research Framework.....	49
CHAPTER III RESEARCH METHODOLOGY	51
3.1 Research Variables and Operational Definition of Variables	51
3.1.1 Research Variables	51
3.1.2 Variable Operational Definitions.....	52
3.2 Population and Sample.....	53
3.2.1 Population	53
3.2.2 Sample.....	54
3.3 Sources and Data Types	56
3.4 Data Collection Methods.....	56

3.5 Data Analysis Methods	58
3.5.1 Decriptive Analysis	58
3.5.2 Research Instrument Test	59
3.5.3 Assumption Test	61
3.5.3 Model Fit Test (F-Test)	62
3.5.4 Coefficient Determination Test (R ²)	63
3.5.5 Hypothesis Testing (t-Test)	63
CHAPTER IV DATA ANALYSIS AND DISCUSSION	64
4.1 Company Brief Explanation	64
4.2 Object Description	64
4.1.2 Gender of Respondent	65
4.2.2 Age of Respondent	66
4.2.3 Responden Profile Based on Ever or Never Using Umrah and Hajj Bureu	67
4.2.4 Respondent Profile Based on Country	68
4.3 Descriptive Analysis	69
4.3.1 Descriptive Analysis of Respondents' Answers regarding the Digital Marketing Variable	70
4.3.1 Descriptive Analysis of Respondents' Answers regarding the Purchasing Intention Variable	72

4.4 Research Instrument Test	73
4.4.1 Validity Test.....	73
4.4.2 Reliability Test	77
4.4 Assumption Test	78
4.4.1 Normality Test.....	78
4.4.2 Multicollinearity Test.....	80
4.4.3 Heteroskedasticity Test	81
4.5 Model Fit Test (F-Test)	83
4.6 Coefficient Determination (R ²)	84
4.7 Hypothesis Testing	85
CHAPTER V CONCLUSION	88
5.1 Conclusion.....	88
5.2 Theoretical Implication.....	90
5.2 Managerial Implication	90
5.3 Limitations	93
5.4 Suggestion for Future Research	93
REFERENCES	97
APPENDIX	102