

DAFTAR ISI

HALAMAN JUDUL	i
SERTIFIKASI	ii
PENGESAHAN TESIS.....	iii
ABSTRACT	iv
ABSTRAK.....	v
KATA PENGANTAR.....	vi
DAFTAR ISI.....	ix
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xvi
DAFTAR SINGKATAN DAN LAMBANG	xviii
DAFTAR LAMPIRAN.....	xx
BAB I PENDAHULUAN	1
1.1 Latar Belakang.....	1
1.2 Problematikasi.....	2
1.2.1 Kesenjangan Penelitian	2
1.2.2 Perumusan Masalah.....	3
1.3 Tujuan Penelitian	4
1.4 Asumsi-asumsi Penting.....	5
1.5 Konteks Penelitian	6
BAB II TELAAH PUSTAKA, DAN PENGEMBANGAN MODEL....	7
2.1 Teori <i>Resource Advantage Theory of Competition</i>	7

2.2 Pengembangan Variabel dan Hipotesis.....	10
2.2.1 <i>Strategic Use Social Media In Marketing</i> (SUSMM) ..	10
2.2.2 <i>Sales-Service Ambidexterity</i> (SSA)	15
2.2.3 <i>Marketing Performance</i> (MP)	20
2.2.4 <i>Marketing Management Knowledge</i> (MMK).....	26
2.2.5 <i>Adaptive Marketing Capability</i> (AMC).....	33
2.3 Model Penelitian <i>Empiric</i>	47
2.4 Dimensional Konsep.....	50
BAB III METODE PENELITIAN.....	54
3.1 Pengantar	54
3.2 Pertanyaan Penelitian dan Hipotesis.....	55
3.3 <i>Design</i> Penelitian	56
3.4 Populasi dan Sampel.....	58
3.4.1 Populasi.....	58
3.4.2 Sampel	59
3.5 Prosedur Pengumpulan Data.....	60
3.5.1 Kuesioner.....	61
3.5.2 Studi Kepustakaan	62
3.6 Instrumen Penelitian	62
3.7 Proses Analisis Data	67
3.7.1 Pengembangan Model Basis Teori	68
3.7.2 Pengembangan Jalur (<i>Path Diagram</i>)	69
3.7.3 Model Pengukuran dan Model Struktural	70

3.7.4 Memilih Jenis Input Martriaks dan Estimasi Model yang Diusulkan	71
3.7.5 Menilai Masalah Identifikasi Model Struktural	72
3.7.6 Evaluasi atau Penilaian Kriteria <i>Goodness of Fit</i>	73
3.7.7 Interpretasi dan Modifikasi Model	83
3.7.8 Pengujian Hipotesis.....	85
3.8 Pemenuhan Etika Penelitian	86
BAB IV ANALISIS DATA.....	89
4.1 Pengantar	89
4.2 Pengumpulan Data.....	90
4.3 Statistik Deskriptif.....	91
4.3.1 Statistik Deskriptif Profil Responden.....	91
4.3.2 Statistik Deskriptif Variabel	94
4.3.2.1 Nilai Indeks Jawaban Responden Atas Variabel <i>Strategic Use Social Media In Marketing</i>	95
4.3.2.2 Nilai Indeks Jawaban Responden Atas Variabel <i>Sales-Service Ambidexterity</i>	97
4.3.2.3 Nilai Indeks Jawaban Responden Atas Variabel <i>Marketing Management Knowledge</i>	99
4.3.2.4 Nilai Indeks Jawaban Responden Atas Variabel <i>Adaptive Marketing Capability</i>	101
4.3.2.5 Nilai Indeks Jawaban Responden Atas Variabel <i>Marketing Performance</i>	103

4.4 Uji <i>Confirmatory Factor Analysis</i>	105
4.5 Uji <i>Full Structural Equating Model</i>	123
4.6 Uji Hipotesis	133
4.7 Pembahasan Temuan Penelitian.....	143
BAB V SIMPULAN DAN IMPLIKASI PENELITIAN.....	164
5.1 Pengantar.....	164
5.2 Ringkasan Penelitian.....	165
5.3 Kesimpulan Hipotesis	166
5.4 Kesimpulan Atas Masalah Penelitian.....	183
5.5 Implikasi Teoritis	189
5.6 Implikasi Manajerial	192
5.7 Keterbatasan Penelitian.....	195
5.8 Agenda Penelitian Mendatang	196
DAFTAR PUSTAKA.....	198
LAMPIRAN-LAMPIRAN	
DAFTAR RIWAYAT HIDUP	

FEB UNDIP

DAFTAR TABEL

Tabel 1.1	Research Gap	2
Tabel 2.1	Dimensionalisasi Konsep	50
Tabel 3.1	Skala Pengukuran (<i>Bipolar Adjective</i>).....	61
Tabel 3.2	Elemen Pengukur Tiap Variabel	63
Tabel 4.1	Responden Berdasarkan Golongan Jenis Kelamin.....	91
Tabel 4.2	Responden Berdasarkan Golongan Usia	92
Tabel 4.3	Responden Berdasarkan Golongan Jabatan/Status Kepemilikan	92
Tabel 4.4	Responden Berdasarkan Golongan Domisili Usaha.....	93
Tabel 4.5	Nilai Indeks Rentang Jawaban Berdasarkan <i>Three Box-Method</i>	95
Tabel 4.6	Nilai Indeks Jawaban Responden Variabel <i>Strategic Use Social Media in Marketing</i>	95
Tabel 4.7	Indeks Persepsi Responden terhadap <i>Strategic Use Social Media in Marketing</i>	96
Tabel 4.8	Nilai Indeks Jawaban Responden Variabel <i>Sales-Service Ambidexterity</i>	97
Tabel 4.9	Indeks Persepsi Responden terhadap <i>Sales-Service Ambidexterity</i>	98
Tabel 4.10	Nilai Indeks Jawaban Responden Variabel <i>Marketing Management Knowledge</i>	99

Tabel 4.11	Indeks Persepsi Responden terhadap <i>Marketing Management Knowledge</i>	100
Tabel 4.12	Nilai Indeks Jawaban Responden Variabel <i>adaptive marketing capability</i>	101
Tabel 4.13	Indeks Persepsi responden terhadap <i>adaptive marketing capability</i>	101
Tabel 4.14	Nilai Indeks Jawaban Responden Variabel <i>Marketing Performance</i>	103
Tabel 4.15	Indeks Persepsi Responden Terhadap <i>Marketing Performance</i>	103
Tabel 4.16	Uji <i>Model Fit</i> Variabel Eksogen.....	106
Tabel 4.17	Normalitas Data Variabel Eksogen.....	107
Tabel 4.18	<i>Multivariate Outliers</i> Variabel Eksogen.....	108
Tabel 4.19	<i>Loading Factor</i> Variabel Eksogen.....	108
Tabel 4.20	Evaluasi Uji <i>Model Fit</i> Variabel Eksogen.....	110
Tabel 4.21	Evaluasi Normalitas Data Variabel Eksogen.....	111
Tabel 4.22	Evaluasi <i>Multivariate Outlier</i> Variabel Eksogen.....	112
Tabel 4.23	Uji <i>Measuremet Model</i> Validitas dan Reliabilitas Kontruk Eksogen.....	112
Tabel 4.24	Uji <i>Model Fit</i> Variabel Endogen.....	114
Tabel 4.23	Uji Normalitas Endogen.....	115
Tabel 4.24	<i>Multivariate Outliers</i> Endogen.....	116
Tabel 4.25	<i>Loading Factor</i> Endogen.....	117

Tabel 4.26 Evaluasi Uji <i>Model Fit</i> Variabel Endogen.....	119
Tabel 4.27 Evaluasi Uji Normalitas Endogen	120
Tabel 4.28 Evaluasi <i>Multivariate Outlier</i>	121
Tabel 4.29 Uji <i>Measuremet Model</i> Validitas Dan Reliabilitas Kontruk Endogen.....	122
Tabel 4.30 Uji Normalitas Data- <i>Full Structural Equating Model</i>	124
Tabel 4.31 <i>Univariate Outlier-Full Model</i>	125
Tabel 4.32 <i>Multivariate Outliers-Full Structural Equating Model</i>	126
Tabel 4.33 Uji <i>Measuremet Model</i> Validitas Dan Reliabilitas Kontruk <i>Full Model</i>	128
Tabel 4.34 Uji <i>Measuremet Model-Discriminant Validity</i>	129
Tabel 4.35 Uji <i>Model Fit Full Structural Equating Model</i>	131
Tabel 4.36 Pengujian Hipotesis Pengaruh Langsung	133
Tabel 4.37 Uji Peran Mediasi.....	140
Tabel 5.1 Ringkasan Hasil Uji Hipotesis Penelitian	183
Tabel 5.2 Keterbatasan Penelitian	196
Tabel 5.3 Agenda Penelitian Mendatang.....	197

DAFTAR GAMBAR

Gambar 1.1	Perkembangan Dan Perkembangan Jumlah Unit Usaha Sektor Sekunder Kota Semarang 2016-2024	6
Gambar 2.1	Elemen Konsep <i>Strategic Use Social Media in Marketing</i>	14
Gambar 2.2	Elemen Konsep <i>Sales-Service Ambidexterity</i>	18
Gambar 2.3	Elemen Konsep <i>Marketing Performance</i>	24
Gambar 2.4	Elemen Konsep <i>Marketing Management Knowledge</i>	31
Gambar 2.5	Elemen Konsep <i>Adaptive Marketing Capability</i>	38
Gambar 2.6	Kerangka Pemikiran.....	49
Gambar 3.1	Desain Penelitian.....	57
Gambar 4.1	Alur Proses Analisis Bab IV.....	89
Gambar 4.2	Uji <i>Confirmatory Factor Analysis</i> Eksogen.....	105
Gambar 4.3	Evaluasi Model <i>Confirmatory Factor Analysis</i> Eksogen.....	109
Gambar 4.4	Uji <i>Confirmatory Factor Analysis</i> Endogen	113
Gambar 4.5	Evaluasi Model <i>Confirmatory Factor Analysis</i> Endogen.....	119
Gambar 4.6	Uji <i>Full Structural Equating Model</i>	132
Gambar 4.7	Pengujian Peran Mediasi.....	139
Gambar 5.1	Alur Penulisan Bab V.....	164

Gambar 5.2	Alur Strategi Pertama Peningkatan <i>Marketing Performance</i>	186
Gambar 5.3	Alur Strategi Kedua Peningkatan <i>Marketing Performance</i>	188



DAFTAR SINGKATAN DAN LAMBANG

SUSSM	<i>Strategic Use Social Media in Marketing</i>	2
MP	<i>Marketing Performance</i>	2
SMU	<i>Social Media Use</i>	2
SM	<i>Social Media</i>	2
IBB	<i>Impulsive Buying Behaviour</i>	2
SME	<i>Social Media Engagement</i>	2
RAToC	<i>Resource advantage theory of competition</i>	4
CB-SEM	<i>Covariance Base-Strutural Equating Model</i>	6
UKM B2B	Usaha kecil menengah <i>business to business</i>	6
SSA	<i>Sales-service ambidexterity</i>	15
MMK	<i>Marketing Management Knowledge</i>	26
AMC	<i>Adaptive Marketing Capability</i>	33
SEM	<i>Structural Equating Model</i>	67
CFA	<i>Confirmatory Factor Analysis</i>	72
χ^2	<i>Chi-square statistic</i>	75
p	<i>Probability</i>	78
$\Sigma(\Theta)$	<i>Restricted covariance matrix</i>	78
df	<i>Degree of freedom</i>	78
χ^2 -Relative	<i>Relative chi-square atau the minimum sample</i>	
CMIN/DF	<i>Discrepancy function</i>	79
RMSEA	<i>Root Mean Square Error of Approximation</i>	79

NFI	<i>Normed Fit Index</i>	79
TLI	<i>Tucker-lewis Index</i>	80
CFI	<i>Comparative Fit Index</i>	80
IFI	<i>Incremental Fit Index</i>	81
λ	<i>Lamba</i>	82
C.R	<i>Critical Ratio</i>	82
%F	Presentase Frekuensi	94
sig. α	Signifikansi <i>alpha</i>	106
CHIINV	<i>Chi-square inverse</i>	107
min	<i>Minimum</i>	107
max	<i>Maximal</i>	107
skew	<i>Skewness</i>	107
Xbaru	Variabel setelah transformasi	110
Lg10	Logaritma basis 10	110
k	Konstanta	110
N	Jumlah sampel.....	125
AVE	<i>Average Variance Extracted</i>	127
CR	<i>Composite Reliability</i>	127
DV	<i>Discriminant Validity</i>	127
β	Koefisien regresi	134
B2C	<i>Business to customer</i>	196

DAFTAR LAMPIRAN

Lampiran A	Instrumen Penelitian	213
Lampiran B	Jawaban-Jawaban Responden.....	221
Lampiran C	<i>Ouput</i> Pemenuhan Asumsi dan Uji <i>Model Structural</i> <i>Equating Model</i>	233

