

## TABLE OF CONTENTS

APPROVAL THESIS.....	ii
APPROVAL OF EXAMINATION PASSAGE....	<b>Error! Bookmark not defined.</b>
STATEMENT OF ORIGINALITY.....	iv
MOTTO AND DEDICATION.....	v
ABSTRACT.....	vi
ABSTRACT.....	vi
PREFACE.....	x
TABLE OF CONTENTS.....	xii
LIST OF TABLES.....	xvii
LIST OF FIGURES.....	xviii
LIST OF APPENDIX.....	xix
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement and Research Questions.....	9
1.3 Research Objectives.....	10
1.4 Research Benefits.....	10
1.5 Writing Systems.....	11

CHAPTER II .....	13
LITERATURE REVIEW.....	13
2.1 Theoretical Frameworks .....	13
2.1.1 Grand Theory .....	13
2.1.2 Social Media Marketing.....	15
2.1.2.1 Types of Social Media Marketing Strategy .....	16
2.1.2.2 Social Media Marketing Indicators.....	18
2.1.3 Brand Image Theory.....	19
2.1.3.1 Brand Image Indicators .....	21
2.1.4 Purchase Intentions.....	22
2.1.4.1 Factors Affecting Purchase Intention.....	23
2.2 Previous Research.....	24
2.3 Hypothesis Development.....	34
2.3.1 The influence of social media marketing on brand image in Booking.com .....	34
2.3.2 The influence of Social Media Marketing on Purchase Intentions .....	35
2.3.3 The influence of Brand Image as an intervening and effect on Purchase Intentions and Social Media Marketing .....	36
2.4 Research Frameworks.....	37
2.5 Hypothesis.....	38

CHAPTER III.....	39
RESEARCH METHODOLOGY .....	39
3.1 Research Variables and Operational Definitions of Variables .....	39
3.1.1 Definitions of Variables.....	39
3.1.2 Dependent Variables .....	40
3.1.3 Independent Variables.....	40
3.1.4 Intervening Variables .....	40
3.2 Operational definitions Indicators .....	41
3.3 Population and Samples .....	43
3.3.1 Population.....	43
3.3.2 Samples .....	43
3.4 Data Types and Sources.....	44
3.5 Method of Collecting Data.....	45
3.6 Data Analysis Stages .....	46
3.7 Data Analysis Method .....	47
3.7.1 Structural Model (Outer Model) .....	48
3.7.1.1 Validity Test.....	48
3.7.1.2 Reliability Test .....	49
3.7.2 Structural Model (Inner Model).....	50
3.7.2.1 Coefficient of Determination ( $R^2$ ).....	51

3.7.2.2 Effect Size $F^2$ .....	51
3.7.2.3 Blindfolding and Predictive Relevance $Q$ .....	52
3.7.3 Goodness of Fit .....	52
3.7.4. Parameters of SEM Hypothesis Testing .....	53
CHAPTER IV .....	54
RESULTS AND DISCUSSION .....	54
4.1 Description of Research Objective .....	54
4.1.1 Descriptive Statistical Analysis .....	56
4.1.2 Outer Model Analysis .....	57
4.1.2.1 Validity Test .....	57
4.1.2.2 Reliability Test .....	59
4.1.3 Inner Model Analysis .....	60
4.1.3.1 Determination ( $R^2$ ) .....	60
4.1.3.2 $F^2$ Effect Size Data .....	62
4.1.3.3 Blindfolding and Predictive Relevance $Q^2$ .....	63
4.1.4 Goodness of Fit .....	64
4.1.5 <i>Direct Effects</i> .....	65
4.1.6 Hypothesis Testing .....	66
4.2 Data Interpretation .....	70
4.2.1 The Influence of social media marketing on brands image in	

Booking.com .....	70
4.2.2 The influence of Social Media Marketing on Purchase Intentions .....	71
4.2.3 The influence of Brand Image as an Intervening Effect on Social Media Marketing and Purchase Intentions.....	73
4.2.4 Conclusion of MGA results from the Netherlands and Indonesia .....	75
CHAPTER V CONCLUSION .....	76
5.1 Conclusion.....	76
5.2 Research Limitations .....	77
5.3 Suggestions.....	78
5.3.1. Advice for Companies.....	78
5.3.2 Advice for Future Research.....	78
5.4 Theoretical implications.....	79
5.5 Managerial Implications .....	82
REFERENCES : .....	88
APPENDIX .....	94