

## DAFTAR ISI

|   |            |
|---|------------|
| <b>DAFTAR TABEL</b> .....   | <b>xiv</b> |
| <b>DAFTAR GAMBAR</b> .....  | <b>xv</b>  |
| <b>BAB I PENDAHULUAN</b> .....  | <b>2</b>   |
| 1.1 Latar Belakang.....   | 2          |
| 1.2 Rumusan Masalah .....   | 8          |
| 1.3 Ruang Lingkup Penelitian .....                                    | 9          |
| 1.3.1 Ruang Lingkup Subjek .....                                      | 9          |
| 1.3.2 Ruang Lingkup Objek.....  | 9          |
| 1.3.3 Ruang Lingkup Tempat .....                                      | 9          |
| 1.3.4 Ruang Lingkup Waktu.....  | 9          |
| 1.3.5 Ruang Lingkup Penelitian .....                                  | 9          |
| 1.4 Tujuan Penelitian.....  | 10         |
| 1.5 Manfaat Penelitian.....   | 10         |
| 1.6 Sistematika Penulisan.....  | 11         |
| <b>BAB II TINJAUAN PUSTAKA</b> .....                                  | <b>12</b>  |
| 2.1 Minat Beli Ulang .....  | 12         |
| 2.2 <i>Social Media Marketing</i> .....                               | 13         |
| 2.3 <i>Brand Trust</i> .....  | 15         |
| 2.4 Kepuasan Pelanggan.....   | 16         |
| 2.5 Penelitian Terdahulu.....   | 18         |
| 2.1 Kerangka Penelitian Teoritis .....                                | 24         |
| 2.2 Hipotesis .....   | 24         |
| 2.2.1 <i>Social Media Marketing</i> terhadap Kepuasan Pelanggan ..... | 25         |
| 2.2.2 <i>Brand Trust</i> Terhadap Kepuasan Pelanggan .....            | 25         |
| 2.2.3 Kepuasan Pelanggan terhadap Minat Beli Ulang .....              | 27         |
| 2.2.4 <i>Social Media Marketing</i> terhadap Minat Beli Ulang.....    | 26         |
| 2.2.5 <i>Brand trust</i> terhadap minat beli ulang .....              | 27         |
| <b>BAB III</b> .....  | <b>30</b>  |
| <b>METODE PENELITIAN</b> .....  | <b>30</b>  |
| 3.1 Jenis Penelitian .....  | 30         |
| 3.2 Sumber Data .....   | 30         |

|  |           |
|--|-----------|
| 3.3 Metode Pengumpulan Data .....  | 30        |
| 3.4 Populasi dan Sampel.....   | 31        |
| 3.4.1 Populasi.....  | 31        |
| 3.4.2 Sampel .....   | 31        |
| 3.5 Variabel dan Definisi Operasional Variabel.....                            | 33        |
| 3.5.1 Variabel Penelitian Eksogen .....  | 33        |
| 3.5.2 Variabel Penelitian Endogen .....  | 33        |
| 3.5.3 Definisi Operasional Variabel .....                                      | 33        |
| 3.6 Teknik Analisis Data .....   | 36        |
| 3.6.1 Uji Validitas dan Reabilitas Instrumen Penelitian.....                   | 37        |
| 3.6.2 Uji Reliabilitas .....   | 38        |
| 3.7 Model Struktural atau <i>Inner Model</i> Pengujian.....                    | 38        |
| 3.8 Metode Analisis Data .....   | 39        |
| <b>BAB IV .....</b>  | <b>40</b> |
| 4.1 Deskripsi Data .....   | 40        |
| 4.1.1 Deskripsi Objek Penelitian.....  | 40        |
| 4.1.2 Deskripsi Variabel Penelitian .....                                      | 42        |
| 4.2 Uji Validitas dan Reliabilitas Instrumen .....                             | 48        |
| 4.2.1 Uji Validitas Instrumen.....   | 48        |
| 4.2.2 Hasil Uji Realibilitas <i>Instrumen</i> .....                            | 49        |
| 4.3 Hasil Analisis Data .....  | 50        |
| 4.3.1 Hasil Statistika Deskriptif Dan Uji Normalitas .....                     | 51        |
| 4.3.2 Skema Model Partial Least Square (PLS).....                              | 53        |
| 4.3.3 Hasil Measurement Model ( <i>Outer Model</i> ).....                      | 54        |
| 4.3.4 Analsisi Model Struktural (Inner Model) .....                            | 60        |
| 4.3.5 Model Metode PLS-SEM .....   | 64        |
| 4.3.6 Model Uji Fit .....  | 65        |
| 4.4 Hasil Uji Hipotesis .....  | 65        |
| 4.5 Pembahasan .....   | 68        |
| 4.5.1 Pengaruh <i>Social Media Marketing</i> terhadap Kepuasan Pelanggan ..... | 69        |
| 4.5.2 Pengaruh Brand Trust terhadap Kepuasan Pelanggan.....                    | 69        |
| 4.5.3 Kepuasan Pelanggan terhadap Minat Beli Ulang .....                       | 70        |
| 4.5.4 Kepuasan Pelanggan terhadap Minat Beli Ulang .....                       | 70        |

|   |           |
|---|-----------|
| 4.5.5 Social Media Marketing terhadap Minat Beli Ulang..... | 71        |
| <b>BAB V.....</b>   | <b>73</b> |
| 5.1 KESIMPULAN .....  | 73        |
| 5.2 SARAN.....  | 73        |
| <b>DAFTAR PUSTAKA .....</b>                                 | <b>74</b> |