

## Table of Contents

<b>ACKNOWLEDGEMENTS</b> .....	<b>ii</b>
<b>DECLARATION OF AUTHENTICITY</b> .....	Error! Bookmark not defined.
<b>ABSTRACT</b> .....	<b>xi</b>
<b>ABSTRAK</b> .....	<b>xii</b>
<b>PART I INTRODUCTION</b> .....	<b>1</b>
1.1 Background.....	1
1.2 Problem Formulation.....	4
1.3 Research Objectives.....	4
1.4 Research Benefit.....	5
1.5 Systematical Writing.....	6
<b>CHAPTER II LITERATURE REVIEW</b> .....	<b>8</b>
2.1 Introduction.....	8
2.1.1 The Advancements of the Internet.....	8
2.1.2 E-Commerce.....	9
2.1.3 Website Interactivity.....	10
2.1.4 Brand Awareness.....	14

2.1.5	Brand Image .....	16
2.1.6	Brand Value .....	17
Analisis Pengaruh Brand Awareness, dan Perceived Value Terhadap Keputusan		
	Pembelian .....	18
2.1.7	Purchase Intention .....	21
2.2	Theoretical Framework .....	23
<b>CHAPTER III RESEARCH METHOD .....</b>		<b>24</b>
3.1	Research Sites .....	24
3.2	Type of Study .....	24
3.3	Data Collection Methods.....	24
3.4	Population and Sample.....	25
3.5	Operational Definition and Measurement of Variable.....	26
3.5.1	Independent Variable.....	26
3.5.2	Intervening Variable .....	27
3.5.3	Dependent Variable .....	28
3.6	Data Analysis Method.....	32
3.6.1	Analysis of Structural Equation Modeling (SEM) .....	32
3.6.2	Methods of Partial Least Square (PLS) .....	33
<b>CHAPTER IV DATA ANALYSIS AND DISCUSSION .....</b>		<b>37</b>
4.1	Results .....	37

4.2	Description Variable Data Research .....	42
4.2.1	Exogenous Variables of Analysis Results .....	43
4.2.2	Mediation Variable Analysis Results .....	45
4.2.3	Endogenous Variable Analysis Results .....	47
4.3	Inferential Analysis .....	48
4.3.1	Test Indicators (Measurement Model / Outer Model).....	49
4.3.2	Structural Model (Inner Model).....	58
4.3.3	Hypothesis (Structural Model / Inner Model) .....	58
4.4	Result Discussion .....	61
4.4.1	The Influence of Two-Way Communications of Hotel Website (Social Interactivity) on Hotel Brand Awareness .....	61
4.4.2	The Influence of Two-Way Communications Influence of Hotel Website (Social Interactivity) on Brand Image Awards .....	63
4.4.3	The Effect of Brand Awareness on Brand Image .....	64
4.4.4	The Effect of Brand Awareness on Brand Value .....	66
4.4.5	The Effect of Brand Image on Brand Value .....	67
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATIONS .....</b>		<b>71</b>
5.1	Conclusions .....	71
5.2	Research Limitations.....	72
5.3	Recommendations .....	72
<b>REFERENCES .....</b>		<b>73</b>