

DAFTAR ISI

	Halaman
PERNYATAAN BEBAS DARI PLAGIAT	ii
PERTANGGUNGJAWABAN	iii
PENGESAHAN SKRIPSI	iv
UCAPAN TERIMA KASIH	v
ABSTRAK	vii
ABSTRACT	viii
RINGKASAN	ix
DAFTAR ISI	xii
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xiv
DAFTAR LAMPIRAN	xv
1. INTRODUCTION	1
2. LITERATURE REVIEW	2
2.1 <i>Online Advertising and Brand Image</i>	2
2.2 <i>Online Advertising and Purchase Intention</i>	2
2.3 <i>Electronic Word of Mouth and Brand Image</i>	2
2.4 <i>Electronic Word of Mouth and Purchase Intention</i>	2
2.5 <i>Brand Image and Purchase Intention</i>	3
3. METHODOLOGY	3
3.1. <i>Measurements</i>	3
3.2. <i>Sampling and Data Collection</i>	3
3.3. <i>Data Analysis</i>	3
4. RESULTS	3
4.1. <i>Respondent Characteristics</i>	3
4.2. <i>Measurement and Structural Models</i>	4
5. DISCUSSION	6
6. CONCLUSION	7
7. <i>Limitation and Recommendation for Future Research</i>	7
REFERENCES	7
LAMPIRAN	