LIST OF FIGURES

Page

Figure 1. 1 Increasing trend for local shoes in Indonesia 2017 – 2022 1
Figure 1. 2 Market Trend Competition of the Local Shoe Industry Nov 2021 – Nov 2022 2
Figure 1. 3 The decline in the trend of Ventela shoes in Pontianak, West Kalimantan 4
Figure 1. 4 Ventela's Logo and Shoes 10
Figure 2. 1 Conceptual Framework 24
Figure 4. 1 R-Square Result 53
Figure 4. 2 Bootstrapping Output (Indirect Effect) 57

LIST OF TABLE

Page

Table 2. 1 Empirical Study 15
Table 3. 1 Operational Definition 29
Table 3. 2 Likert Scale Instrument 31
Table 4. 1 Respondent's Gender 36
Table 4. 2 Respondent's Age 37
Table 4. 3 Respondent's Profession 38
Table 4. 4 Respondent's Income 39
Table 4. 5 Respondent's Ventela Shoes Owned 40
Table 4. 6 Respondent's Assesment towards Instagram Marketing 41
Table 4. 7 Respondent's Assesment towards Product Quality 42
Table 4. 8 Respondent's Assesment towards Customer Satisfaction 44
Table 4. 9 Respondent's Assesment towards Repurchase Intention 45
Table 4. 10 Outer Loading Test Result 47
Table 4. 11 Change in the Score Outer Loading Instagram Marketing 48
Table 4. 12 Change in the Score Outer Loading Product Quality 48
Table 4. 13 Change in the Score Outer Loading Repurchase Intention 49
Table 4. 14 Outer Loading Final Test Result 49
Table 4. 15 Cross Loading Test Result 50
Table 4. 16 Average Variance Extracted Test Result 51
Table 4. 17 Reliability Test Result 52
Table 4. 18 T-Statistics and P-Value test Result 54
Table 4. 19 Spesific Indirect Effects Result 56
Table 4. 20 Hypothesis Testing Summary 58
Table 4. 21 Path Coefficient Test 59