

TABLE OF CONTENT

APPROVAL PAGE	II
DECLARATION OF ORIGINALITY.....	III
PREFACE.....	IV
ABSTRAK	V
ABSTRACT	VII
TABLE OF CONTENT.....	VIII
LIST OF TABLES.....	X
LIST OF FIGURES.....	XI
CHAPTER I INTRODUCTION	1
1.1 RESEARCH OVERVIEW	1
1.1.1 <i>Company Profile</i>	1
1.1.2 <i>Purpose of The Company</i>	1
1.2 RESEARCH BACKGROUND	2
1.3 PROBLEM FORMULATION	10
1.4 RESEARCH QUESTIONS.....	11
1.5 RESEARCH OBJECTIVES.....	11
1.6 RESEARCH BENEFITS	11
1.6.1 <i>Theoretical Aspects</i>	11
1.6.2 <i>Practical Aspects</i>	12
1.7 SCOPE OF RESEARCH	12
1.7.1 <i>Location and Object of study</i>	12
1.7.2 <i>Time and Period</i>	12
1.8 SYSTEMATICALLY WRITING.....	12
CHAPTER II LITERATURE REVIEW	15
2.1 CONSUMER BEHAVIOR.....	15
2.2 MARKETING MANAGEMENT.....	15
2.3 BRAND.....	16
2.3.1 <i>Brand Equity</i>	16
2.4 PREVIOUS RESEARCH	19
2.5 RESEARCH FRAMEWORK.....	22
CHAPTER III	25

RESEARCH METHODOLOGY	25
3.1 RESEARCH CHARACTERISTICS	25
3.2 OPERATIONAL VARIABLE AND SCALE	26
3.2.1 <i>Operation Variable</i>	26
3.2.2 <i>Scale</i>	30
3.3 RESEARCH PHASE	31
3.4. POPULATION AND SAMPLE	33
3.4.1 <i>Population</i>	33
3.4.2 <i>Sample</i>	34
3.5 DATA COLLECTION	34
3.6 VALIDITY AND RELIABILITY TEST	35
3.6.1 <i>Validity Test</i>	35
3.6.2 <i>Reliability Test</i>	36
3.6.3 <i>Goodness of Fit</i>	37
3.6.4 <i>Hypothesis test</i>	38
3.7 DATA ANALYSIS TECHNIQUE.....	38
3.7.1 <i>Structural Equation Modeling (SEM)</i>	39
3.8 HYPOTHESIS TESTING.....	41
CHAPTER IV	43
RESULT AND DISCUSSIONS	43
4.1. RESULTS	43
4.1.1. DEMOGRAPHICAL ANALYSIS	43
4.1.3. <i>Verificative Analysis (PLS-SEM)</i>	47
4.1.3.1 <i>Assessment of The Measurement Model (Outer model)</i>	48
4.1.4. <i>Assessment of The Structural Model (Inner Model)</i>	52
4.1.5. <i>Hypothesis Testing</i>	53
CHAPTER V	57
CONCLUSION AND SUGGESTION	57
5.1. CONCLUSION.....	57
5.2. RECOMMENDATIONS	57
REFERENCES.....	59