

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
DECLARATION OF ORIGINALITY	iii
MOTTO	v
ABSTRACT.....	vi
<i>ABSTRAK</i>	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Gap	13
1.3 Problem Formulation	15
1.4 Research Problem.....	15
1.5 Research Questions	16
1.6 Research Objectives and Benefits.....	17
CHAPTER II LITERATURE REVIEW.....	18
2.1 Literature Review and Previous Research	18
2.1.1 Congruence Theory.....	18
2.1.2 Theory of Planned Behavior	20
2.1.3 Brand Fit	22
2.1.4 Product Fit.....	24
2.1.5 Cultural Congruence	26
2.1.6 Brand Awareness	27
2.1.7 Co-Branding Attitude.....	29
2.1.8 Customer-Based Brand Equity.....	30
2.1.9 Repurchase Intention.....	32
2.2 Relationship Among Variables	33
2.2.1 The Relationship Between Brand Fit with Co-branding Attitude.....	33
2.2.2 The Relationship Between Product Fit with Co-branding Attitude..	34
2.2.3 The Relationship Between Cultural Congruence with Co-branding Attitude	36
2.2.4 The Relationship Between Co-branding Attitude and Customer-based Brand Equity	37

2.2.5	Relationship Between Brand Awareness with Customer-Based Brand Equity	38
2.2.6	The Relationship Between Co-branding Attitude and Repurchase Intention	39
2.2.7	The Relationship Between Customer-Based Brand Equity with Repurchase Intention	40
2.3	Conceptual Framework	42
2.4	Hypothesis	42
CHAPTER III RESEARCH METHODOLOGY		44
3.1	Research Variables and Operation Definition of Variables	44
3.1.1	Research Variables	44
3.1.2	Operational Definitions of Variables	45
3.2	Population and Samples	48
3.2.1	Population	48
3.2.2	Samples	48
3.3	Data Types and Sources	49
3.4	Data Collection	50
3.5	Data Analysis Method	51
3.6	Pilot Testing	60
3.6.1	Validity Test	62
3.6.2	Reliability Test	64
CHAPTER IV RESULT AND DISCUSSION		66
4.1	Description of Research Object	66
4.1.1	General Description of Research Object	66
4.1.2	General Descriptions of Respondents	67
4.1.3	Index Analysis of Respondents Answer	70
4.2	SEM Analysis	83
4.2.1	Confirmatory Factor Analysis (CFA) Test	83
4.2.2	Structural Test	89
4.2.3	Hypothesis Test	98
4.2.4	Direct Effect, Indirect Effect, and Total Effect	101
4.3	Result Interpretation	104
4.3.1	The Relationship Between Brand Fit with Co-Branding Attitude	104
4.3.2	The Relationship Between Product Fit with Co-Branding Attitude	104
4.3.3	The Relationship Between Cultural Congruence with Co-Branding Attitude	105

4.3.4	The Relationship Between Co-Branding Attitude with Customer-Based Brand Equity	106
4.3.5	The Relationship Between Brand Awareness with Customer-Based Brand Equity	107
4.3.6	The Relationship Between Co-Branding Attitude with Repurchase Intention	108
4.3.7	The Relationship Between Customer-Based Brand Equity with Repurchase Intention	109
CHAPTER V CONCLUSION		110
5.1	Conclusion	110
5.2	Theoretical Implications.....	113
5.3	Managerial Implications.....	114
5.4	Limitations	115
5.5	Suggestions for Further Research	116
BIBLIOGRAPHY		117
APPENDICES		127

