

TABLE OF CONTENTS

	Page
COVER	i
THESIS APPROVAL	ii
EXAMINATION COMPLETION APPROVAL	iii
STATEMENT OF ORIGINALITY	iv
MOTTO	v
ABSTRAK	vi
ABSTRACT	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	xi
LIST OF TABLES	xiv
LIST OF FIGURES	xvi
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Statement.....	14
1.3 The Objective and Benefit of the Research	14
1.3.1 Research Objective	14
1.3.2 Research Benefits	15
CHAPTER II LITERATURE REVIEW	16
2.1 Theoretical Basis	16
2.1.1 Brand Image.....	16
2.1.2 Service Quality	18
2.1.3 Customer Trust	20
2.1.4 Customer Commitment.....	22
2.1.5 Customer Retention	24
2.2 Variabel Linkages.....	26
2.2.1 The Influence of Brand Image on Customer Commitment	26
2.2.2 The Influence of Service Quality on Customer Commitment	27

2.2.3	The Influence Customer Trust to Customer Commitment	29
2.2.4	Influence Customer Commitment to Customer Retention	32
2.3	Previous Studies	34
2.4	Theoretical Framework Model	50
2.5	Hypotheses	50
CHAPTER III RESEARCH METHODOLOGY		51
3.1	Research Variable and Operational Definition.....	51
3.1.1	Research Variable.....	51
3.1.2	Definition of Variable Operations	52
3.1.2.1	Brand Image	52
3.1.2.2	Service Quality	53
3.1.2.3	Customer Trust	53
3.1.2.4	Customer Commitment	54
3.1.2.5	Customer Retention	55
3.2	Population and Sample	56
3.3	Type of Data and Sources of Data.....	57
3.4	Data Collection Method	57
3.5	Data Processing Techniques.....	58
3.5.1	Univariat Analysis	58
3.5.2	Multivariate Analysis.....	59
3.5.2.1	Model Development Based on Theory.....	60
3.5.2.2	Develop Pathways and Structural Equations.....	60
3.5.2.3	The Type of Input Matrix and Estimated Proposed Model.....	61
3.5.2.4	Assessing Structural Model Identification	61
3.5.2.5	Assessing Goodness-of-Fit Criteria.....	62
3.5.2.6	Model Interpretation and Modification	65
CHAPTER IV RESULT AND DISCUSSION		67
4.1	Description of Respondents.....	67
4.1.1	Respondents According to Gender	67
4.1.2	Respondents According to Age	67

4.1.3	Respondents According to Occupation	68
4.1.4	Respondents According to Monthly Expenditure.....	68
4.2	Data Process and Analysis.....	69
4.2.1	Evaluation Test of Structural Equation Model	69
4.2.1.1	Validity Test	69
4.2.1.2	Reliability Test	74
4.2.1.3	Normality.....	76
4.2.1.4	Outlier Evaluation	78
4.2.1.5	Multicollinearity Evaluation.....	81
4.2.1.6	Evaluation of Residual Value.....	81
4.2.2	Confirmatory Factor Analysis (CFA).....	82
4.2.2.1	Confirmatory Factor Analysis Exogenous Constructs	82
4.2.2.2	Confirmatory Factor Analysis Endogenous Constructs	85
4.2.2.3	Confirmatory Factor Analysis Full Model	86
4.2.3	Assumption Test for Full Model SEM	89
4.2.3.1	Hypothesis Test and Discussion	91
4.2.3.2	Analysis of Direct Effects, Indirect Effects, and Total.....	96
CHAPTER V CONCLUSION AND SUGGESTION		98
5.1	Research Conclusion	98
5.2	Theoretical Implications	100
5.3	Managerial Implications	100
5.4	Research Limitations	103
5.5	Suggestion for Future Research.....	104
REFERENCES.....		106
ATTACHMENT		116