

TABLE OF CONTENTS

Bachelor Thesis Approval	ii
Thesis Completion Approval.....	iii
Declaration of Originality	iv
Motto	v
Abstract	vi
Abstrak	vii
Acknowledgments.....	viii
Table of Contents	x
List of Tables.....	xiii
List of Figures	xiv
Chapter 1	1
Introduction.....	1
1.1 Research background	1
1.2 Problem Statements.....	6
1.3 Research Objectives and Benefits.....	8
1.3.1 Research Benefits.....	8
1.4 writing Structure	8
Chapter 2.....	10
Literature review	10
2.1 Theory of Planned Behavior	10
2.2 Literature Review.....	11
2.2.1 Customer Experienced Product Quality.....	11
2.2.2 Sales Promotion	12
2.2.3 Brand Image.....	13
2.2.4 Social Influences	15
2.2.5 Brand Preference.....	15
2.2.6 Brand Bond	16
2.3 Influence between Variables and Development of Hypothesis.....	17
2.3.1 Previous Studies.....	17

2.3.2 Influence of Customer Experienced Product Quality towards Brand Preference.....	20
2.3.3 Influence of Sales Promotion towards Brand Preference	20
2.3.4 Influence of Brand Image towards Brand Preference	21
2.3.5 Influences of Social Influence towards Brand Preference	22
2.3.6 Influence of Brand Preference towards Brand Bond	23
2.4 Research Model Development	23
Chapter 3	25
Research Methodology	25
3.1 Research Design.....	25
3.1.1 Variable	25
3.1.2 Independent, Intervening, and Dependent variable.....	25
3.1.3 Operational Variable.....	27
3.2 Population	27
3.2.1 Population	27
3.2.2 Sample.....	27
3.2.3 Sampling Technique.....	27
3.3 Data Collection.....	28
3.4 Types of Data	29
3.5 Variable Indicators Development.....	29
3.6 Data Analysis Technique.....	33
3.6.1 Structural Equation Modeling.....	34
3.7 Pilot Testing.....	39
3.7.1 Validity Test.....	39
3.7.2 Reliability Test	40
Chapter 4.....	41
RESEARCH FINDINGS AND DISCUSSION	41
4.1 Research Object	41
4.1.1 Respondent's Profile Based on Gender.....	41
4.1.2 Respondent Profile Based on Age.....	42
4.1.3 Respondent Profile Based on Profession	43
4.1.4 Respondent Profile Based on Monthly Spending	43

4.2 Outer and Inner Model	44
4.2.1 Outer Model (Measurement Model)	45
4.2.2 Inner Model (Structural Model)	50
4.3 Result Discussion	53
4.3.1 Influence of Customer Experienced Product Quality towards Brand Preference.....	53
4.3.2 Influence of Sales Promotion towards Brand Preference	53
4.3.3 Influence of Brand Image towards Brand Preference.....	54
4.3.4 Influence of Social Influence towards Brand Preference.....	54
4.3.5 Influence of Brand Preference towards Brand Bond	55
Chapter 5	56
CONCLUSION AND RECOMMENDATION.....	56
5.1 Conclusion	56
5.2 Theoretical Implications.....	56
5.3 Managerial Implications	57
5.4 Research Limitations.....	58
5.5 Further Research	58
REFERENCES.....	59
APPENDIX.....	73

