

ACKNOWLEDGMENT

Praise and thank God Almighty for His blessings and mercy, the researchers can complete the thesis well and in time. He had given the researchers His wisdom to learn something new from this research paper.

The research paper with the title of THE IMPACT OF CONSUMERS' ATTITUDE OF ENDORSER CREDIBILITY, BRAND ATTITUDE, AND BRAND CREDIBILITY TOWARDS PURCHASE INTENTION: A CASE OF MIE SEDAAP served the purpose to meet the academic requirement to obtain a Bachelor of Economics degree in Management Study Program. Although this research paper is still far from perfection, the researchers hope that this paper could be useful for other researchers in the future.

The researchers would like to thank each and every one of you who have helped, supported, and prayed for me to complete this research paper in time. I would like to express my gratitude specifically to:

1. Gracia Shinta S. Ugut, MBA., Ph.D. as the Dean of Faculty of Economic and Business
2. Isana S.C. Meranga, S.P., M.M. as the Head of Management Study Program
3. Dr. Pauline Henriette P. Tan., S.E., M.Si. as the main supervisor
4. Ms. Liza Handoko as the academic supervisor
5. Johannes Oentoro Library and its staff who have provided the literature needs to accomplish this research paper
6. Dad, Mom, Momo, Pepe, Chippy, Cemong, and Tempu who have kept me grounded throughout this research
7. As-Syifa and Michella who made time to help me and support me despite writing through their own thesis
8. The CCL group for pushing me forward and to strive for more
9. The GU group, my friends from my first year of university, the HMPSM family of 2018/2019 for helping me grow stronger
10. Each and every respondent who took their time to take part in this research
11. And the people who have contributed to this paper that could not possibly be mentioned one by one. Thank you for everything.

Lastly, the researchers realize that this research paper has its limitations. Therefore, to improve the quality of this paper, suggestions and critics are very well appreciated. I hope that this research paper can be useful for any kind of purposes and beneficial for the readers.

Tangerang, 27 November 2020,

The researcher

TABLE OF CONTENTS

COVER

STATEMENTS OF ORIGINALITY OF THESIS

THESIS APPROVAL

THESIS DEFENSE COMMITTEE

ABSTRACT

Chapter I	1
1.1 Background.....	1
1.2 Research Problems and Questions.....	5
1.3 Objective of the Research.....	6
1.4 Significance of the Research.....	6
1.5 Scope and Limitation.....	6
1.6 Thesis Systematic Structure.....	6
Chapter II	8
2.1 Theoretical Framework.....	8
2.1.1 International Business.....	8
2.1.2 Global Marketing.....	9
2.1.3 Purchase Intention.....	10
2.1.3.1 Celebrity Endorsement.....	12
2.1.3.2 Brand-Incongruent Endorser.....	13
2.1.4.1 Trustworthiness.....	14
2.1.4.2 Attractiveness.....	14
2.1.4.3 Expertise.....	15
2.1.5 Consumer Attitude of Endorser Credibility.....	15
2.1.6 Brand Attitude.....	16
2.1.7 Brand Credibility.....	16
2.2.1 Consumer Attitude Towards Brand Attitude.....	17
2.2.2 Brand Attitude Towards Purchase Intention.....	18
2.2.3 Consumer Attitude Towards Brand Credibility.....	19
2.2.4 Brand Credibility Towards Purchase Intention.....	20
2.2.5 Consumer Attitude Towards Purchase Intention.....	20
2.2 Previous Studies.....	17
2.3 Research Model.....	21
Chapter III	24
3.1 Research Design.....	24
3.2 Conceptual and Operational Definition.....	24
3.3 Measurement Scale.....	30
3.4.1 Source of Data & Data Collection Method.....	31
3.4 Data.....	31
3.5 Unit of Analysis.....	32
3.6 Population.....	32
3.7.1 Sampling Technique.....	33

3.7 Sample Size	32
3.8 Data Analysis Method	34
3.8.1 Descriptive Statistics.....	34
3.8.2 Inferential Statistics.....	34
3.8.2.1 Multiple Regression Analysis.....	35
3.8.2.2 PLS-SEM	36
3.8.2.2.1 Outer (Measurement) Model	36
3.8.2.3.1 Convergent Validity	36
3.8.2.3.2 Discriminant Validity	37
3.8.2.3.3 Reliability.....	37
3.8.2.4 Inner (Structural) Model.....	37
3.8.2.4.1 Multicollinearity Test	38
3.8.2.4.2 Coefficient of Determination (R).....	38
3.8.2.4.3 Hypotheses Test	38
Chapter IV	40
4.1 Profile of Respondents	40
4.2 Pre-Test Study	42
4.2.1 Pre-Test Convergent Study	42
4.2.2 Pre-Test Discriminant Validity.....	46
4.2.3 Pre-Test Reliability	47
4.3 Actual Study.....	48
4.3.1 Descriptive Statistics.....	48
4.3.1.1 Purchase Frequency	51
4.3.2 Inferential Statistics.....	53
4.3.2.1 Outer (Measurement) Model	53
4.3.2.1.1 Actual Test Convergent Model	53
4.3.2.1.2 Actual Test Discriminant Model.....	55
4.3.2.1.3 Actual Test Reliability	56
4.3.2.2 Inner (Structural) Model.....	57
4.3.2.2.1 Multicollinearity Test	57
4.3.2.2.2 Coefficient of Determination (R).....	58
4.3.2.2.3 Hypotheses Test	58
4.4 Discussion	61
Chapter V	67
5.1 Conclusion.....	67
5.2 Managerial Implications	67
5.3 Research Limitation	70
5.4 Recommendation	70
REFERENCES	71
APPENDIX A	78
APPENDIX B	64
APPENDIX C	65

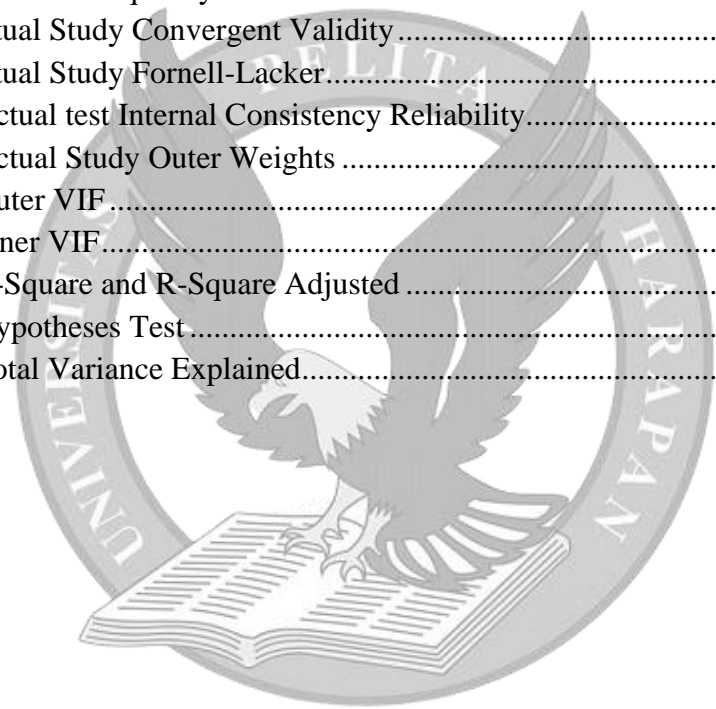
LIST OF FIGURES

Figure 1.1 Top 15 Global Demand of Instant Noodles	1
Figure 1.2 Instant Noodle Purchase Intention.....	3
Figure 2.1 Research Model	15
Figure 2.2 Spry's Research Model.....	16
Figure 2.3 La Ferle's Research Model.....	16
Figure 2.4 Frimpong's Research Model	16
Figure 4.1 Before Bootstrapping.....	44
Figure 4.2 After Bootstrapping	46



LIST OF TABLES

Table 1.1 Indonesia's Yearly Consumption of Instant Noodles	1
Table 1.2 Top Brand Index of Market Share Instant Noodles in Indonesia	2
Table 3.1 Conceptual and Operational Definition	17
Table 4.1 Respondent Profile	28
Table 4.2 Pre-Test Convergent Validity	30
Table 4.3 Final Indicators	32
Table 4.4 Pre-Test Discriminant Validity	33
Table 4.5 Pre- Test Internal Consistency Reliability	33
Table 4.6 Descriptive Statistics.....	34
Table 4.7 Purchase Frequency	36
Table 4.8 Actual Study Convergent Validity	38
Table 4.9 Actual Study Fornell-Lacker.....	39
Table 4.10 Actual test Internal Consistency Reliability.....	40
Table 4.11 Actual Study Outer Weights	41
Table 4.12 Outer VIF	41
Table 4.13 Inner VIF.....	42
Table 4.14 R-Square and R-Square Adjusted	43
Table 4.15 Hypotheses Test	43
Table 4.16 Total Variance Explained.....	43



LIST OF APPENDICES

Appendix A	61
Appendix B	64
Appendix C	65

