

## TABLE OF CONTENTS

	<b>page</b>
<b>TITLE PAGE</b>	
<b>ORIGINALITY STATEMENT OF THE THESIS .....</b>	<b>ii</b>
<b>THESIS SUPERVISOR'S APPROVAL .....</b>	<b>iii</b>
<b>THESIS EXAMINATION COMMITTEE'S APPROVAL .....</b>	<b>iv</b>
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ACKNOWLEDGMENTS.....</b>	<b>viii</b>
<b>TABLE OF CONTENTS .....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>LIST OF TABLES .....</b>	<b>xii</b>
<b>CHAPTER I. INTRODUCTION.....</b>	<b>1</b>
1.1 Background.....	1
1.2 Formulation of the problem.....	20
1.3 Objectives of the study.....	22
1.4 Significance of the study.....	23
1.4.1 Theoretical Benefits.....	
1.4.2 Practical Benefits.....	23
1.5 Organization of the Paper.....	24
<b>CHAPTER II. LITERATURE REVIEW.....</b>	<b>26</b>
2.1 Technology Acceptance Model (TAM).....	26
2.1.1 Purchase Intention.....	28
2.1.2 Convenience.....	31
2.1.3 Brand Image.....	35
2.1.4 Trust.....	38
2.2 Hypothesis Development.....	42

2.2.1 Influence of Convenience on Purchase Intention.....	42
2.2.2 Influence of Brand Image on Purchase Intention.....	44
2.2.3 Influence of Trust on Purchase Intention.....	45
2.3 Research Model.....	47
 <b>CHAPTER III. RESEARCH METHODOLOGY.....</b>	<b>48</b>
3.1 Research Object.....	48
3.2 Unit of Analysis.....	48
3.3 Research Design.....	49
3.4 Operationalization of Variables.....	50
3.5 Population and Sample.....	56
3.5.1 Sample Size Selection.....	57
3.5.2 Sampling Method.....	58
3.6 Data Collection Method.....	59
3.7 Data Analysis Method.....	61
3.7.1 Outer Model (Measurement Model).....	62
3.7.2 Inner Model (Structural Model).....	64
3.8 Preliminary Instrument Testing .....	66
3.8.1 Assessment of Reliability.....	67
3.8.2 Assessment of Validity.....	68
 <b>CHAPTER IV. RESEARCH FINDINGS AND ANALYSIS.....</b>	<b>74</b>
4.1 Research Findings.....	74
4.1.1 Profile of Respondents.....	75
4.1.2 Descriptive Statistics.....	78
4.1.3 Data Analysis.....	85
4.1.3.1 Outer Model.....	86
4.1.3.1.1 Assessment of Reliability.....	86

4.1.3.1.2 Assessment of Validity.....	88
4.1.3.2 Inner Model .....	92
4.1.3.2.1 Collinearity (VIF).....	93
4.1.3.2.2 Coefficient of Determination Test ( $R^2$ ).....	94
4.1.3.2.3 Effect Size ( $f^2$ ).....	95
4.1.3.2.4 Cross-validated Redundancy ( $Q^2$ ) and $q^2$ effect size.....	96
4.1.3.2.5 Path Coefficient .....	98
4.2 Discussion.....	101
<b>CHAPTER V. CONCLUSION.....</b>	<b>109</b>
5.1 Conclusion .....	109
5.2 Managerial Implications.....	109
5.3 Limitations and Future Research.....	115
<b>REFERENCES .....</b>	<b>117</b>
<b>APPENDIX</b>	

## LIST OF FIGURES

	<b>page</b>
Figure 1.1 Rumah.com's Surrounding Neighborhood Feature.....	8
Figure 1.2 Lamudi's Surrounding Neighborhood Feature.....	9
Figure 1.3 Estimated Website Monthly Visitors.....	13
Figure 1.4 Housing Market Trend Summary.....	15
Figure 1.5 Apartment Demand Trends.....	16
Figure 2.1 Research Model.....	47
Figure 4.1 After Bootstrapping .....	101

## LIST OF TABLES

	<b>page</b>
Table 1.1 Feature Comparison Among Property Portals.....	7
Table 1.2 Most Popular Property Websites.....	11
Table 2.1 Dimensions of Online Convenience.....	35
Table 3.1 Operationalization of Variables.....	54
Table 3.2 Likert Scale.....	60
Table 3.3 Validity and Reliability - Higher Order Construct.....	67
Table 3.4 Validity and Reliability - Lower Order Construct.....	69
Table 3.5 Validity and Reliability - Construct.....	71
Table 3.6 Discriminant Validity Assessment - Fornell-Larcker Criterion.....	72
Table 4.1 Respondent Profile.....	76
Table 4.2 Property Portal User Profile.....	78
Table 4.3 Adjusted Likert Scale.....	79
Table 4.4 Convenience - Descriptive Statistics.....	80
Table 4.5 Brand Image - Descriptive Statistics.....	82
Table 4.6 Trust - Descriptive Statistics.....	83
Table 4.7 Purchase Intention - Descriptive Statistics.....	84
Table 4.8 Actual Validity and Reliability - Higher Order Construct.....	87
Table 4.9 Actual Validity and Reliability - Lower Order Construct.....	89
Table 4.10 Actual Validity and Reliability - Construct.....	90
Table 4.11 Actual Discriminant Validity Assessment - Fornell-Larcker Criterion.....	91
Table 4.12 Inner VIF.....	93
Table 4.13 Updated Inner VIF.....	94
Table 4.14 R-square Value.....	94
Table 4.15 f-square and Path Coefficient.....	95
Table 4.16 Q-square Value.....	96
Table 4.17 q-square Effect Sizes.....	97
Table 4.18 Hypothesis Test.....	99