

List Table

List Table	i
Chapter I Introduction	1
1.1 Background of the Study	1
1.2 Problem Formulation	6
1.3 Objective of The Research.....	6
1.4 Benefit of The Research	7
Chapter II Literature Review And Hypothesis Development.....	8
2.1 Theoretical Background.....	8
2.1.1 Theory of E-Commerce.....	8
2.2 Definition of Marketing.....	10
2.2.1 Marketing Mix.....	10
2.2.2 5P's of Marketing Mix.....	10
2.3 Brand Image.....	12
2.3.1 Theory of Brand Image	12
2.3.2 Brand Image Dimension.....	13
2.3.3 The Role of Brand Image	14
2.4 Indicator of Brand Image	15
2.5 Decision Making	16
2.5.1 Customer Decision Making Process	16
2.5.2 Factors that affect Decision Making	18
2.5.3 Indicator Decision Making	19
2.6 Brand Ambassador	20
2.6.1 Indicator of Brand Ambassador	20
2.7 The relation between Brand Ambassador and Customer Purchase Decision.....	23
2.8 The Relation between Brand Image and Customer Purchase Decision	23

2.9 Previous Research	25
2.10 Hypothesis Development	26
2.11 Research Model.....	26
2.12 Framework of Thinking.....	27
Chapter III Research Methodology	28
3.1 Research Design	28
3.2 Population & Sample.....	29
3.2.1 Population.....	29
3.2.2 Sample	29
3.3 Data Collection Method	30
3.3.1 Primary Data	31
3.3.2 Secondary Data	31
3.4 Operational Variable Definition and Variable Measurement.....	32
3.4.1 Operational Variable Definition.....	32
3.5 Data Analysis Method	35
3.5.1 Validity and Reliability test	36
3.5.2 Classic assumption test.....	36
3.5.3 Descriptive Analysis Method	38
3.6.1 Multiple Linear Regression	39_Toc101400591
3.6.2 Coefficient of Determination	40
3.6.3 Hypothesis Test	40
Chapter IV Research Result and Discussion.....	43
4.1 General View of Blibli.....	43
4.1.1 History of Blibli	45
4.1.2 Blibli Business Model	45
4.1.3 Blibi Market Share	45
4.1.4 Blibli Vision and Mission	46
4.2 Research Result	46
4.2.1 Descriptive Statistic	46
4.2.2 Result of Research Instrument Testing	46
4.2.3 Result of Data Quality Testing.....	59

4.2.3 Result of Hypothesis Testing	67
4.3 Discussion	71
Chapter V Conclusion.....	74
5.1 Conclusion.....	74
5.2 Recommendation.....	74
References	77

