

## TABLE OF CONTENTS

TITLE PAGE	
STATEMENT OF ORIGINALITY OF THESIS	
AGREEMENT OF MENTORING GUIDANCE FOR THESIS	
THESIS EXAMINING COMMITTEE	
ABSTRACT .....	v
ACKNOWLEDGEMENT .....	vi
TABLE OF CONTENTS .....	viii
LIST OF FIGURES .....	xi
LIST OF TABLES .....	xii
LIST OF APPENDICES .....	xiii
CHAPTER I INTRODUCTION	
1.1 Background.....	1
1.2 Research Question .....	11
1.3 Research Objective .....	11
1.4 Research Limitations .....	12
1.5 Systematics of the Writing.....	12
CHAPTER II LITERATURE REVIEW	
2.1 Brand.....	14
2.2 Brand Loyalty .....	16

2.3	Brand Image.....	22
2.4	Brand Trust .....	24
2.5	Customer Satisfaction .....	28
2.6	Service Quality .....	30
2.7	Inter-variable Correlations .....	32
2.7.1.	Brand Image and Brand Loyalty .....	32
2.7.2.	Brand Trust and Brand Loyalty .....	33
2.7.3.	Service Quality and Customer Satisfaction .....	34
2.7.4.	Customer Satisfaction and Brand Loyalty .....	35
2.8	Research Model .....	36

### CHAPTER III RESEARCH METHODOLOGY

3.1	Research Paradigm .....	38
3.2	Research Design .....	38
3.3	Research Object and Analysis Unit .....	39
3.4	Variable Measurement.....	40
3.5	Conceptual Definition and Operational Definition.....	41
3.6	Data Collection Method.....	44
3.7	Sampling .....	44
3.8	Data Analysis Method .....	46
3.8.1	Preliminary Test .....	46
3.8.2	Actual Test .....	47
3.8.3	Measurement Model (Outer Model Testing).....	48
3.8.4	Structural Model (Inner Model Testing) .....	49
3.8.5	Descriptive Statistics .....	50
3.9.	Pre-test Results .....	50

3.9.1.	Validity Test.....	50
3.9.2.	Reliability Test.....	53

#### CHAPTER IV RESULTS AND DISCUSSION

4.1.	Actual Research Results .....	55
4.2.	Respondent’s Profile.....	55
4.3.	Descriptive Statistics.....	58
4.4.	Structural Equation Modeling (SEM).....	60
4.4.1.	Measurement Model (Outer Model Testing) .....	60
4.4.2.	Structural Model (Inner Model Testing).....	63
4.5.	Discussion.....	65
4.6.	Comparison with Replicated Research.....	68

#### CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

5.1	Research Conclusions.....	71
5.2	Managerial Implications .....	71
5.3	Research Limitations .....	73
5.4	Recommendations for Future Research.....	74

REFERENCES.....	75
-----------------	----

#### APPENDIX

## LIST OF FIGURES

Figure 1.1. Monthly Visits of International Tourists to Indonesia in 2017-18 ....	2
Figure 1.2. No. of Domestic Tourist Trips and Total Expenditures 2010-17 .....	3
Figure 1.3. Reports on Internet Usage in Indonesia by 2018.....	5
Figure 1.4. Most Popular OTA in Indonesia to Purchase Flight Tickets.....	7
Figure 1.5. Most Popular OTA in Indonesia for Hotel Reservations.....	7
Figure 2.1. Dimensions and Types of Brand Loyalty .....	19
Figure 2.2. Research Model .....	37
Figure 3.1. Research Model .....	40
Figure 4.1. Gender Pie Chart.....	55
Figure 4.2. Age Pie Chart.....	55
Figure 4.3. Occupation Pie Chart.....	56
Figure 4.4. Frequency of Ticket Bookings .....	56
Figure 4.5. Frequency of Hotel Bookings.....	57

## LIST OF TABLES

Table 3.1. Conceptual Definition and Operational Definition of Variable .....	41
Table 3.2. Rule of Thumb for Testing the Measurement Model .....	48
Table 3.3. Rule of Thumb for Testing the Structural Model .....	49
Table 3.4. Convergent Validity Test Results (AVE) for Pre-test .....	50
Table 3.5. Convergent Validity Test Results (Indicator Loading) for Pre-test ....	51
Table 3.6. Discriminant Validity Test Results (Fornell-Larcker) for Pre-test ....	52
Table 3.7. Internal Consistency Reliability (Cronbach's Alpha) for Pre-test .....	53
Table 3.8. Internal Consistency Reliability (Composite Reliability) for Pre-test .	53
Table 4.1. Descriptive Statistics .....	58
Table 4.2. Convergent Validity Test Results (AVE) .....	59
Table 4.3. Convergent Validity Test Results (Indicator Loading).....	60
Table 4.4. Discriminant Validity Test Results (Fornell-Larcker) .....	61
Table 4.5. Internal Consistency Reliability (Cronbach's Alpha).....	62
Table 4.6. Internal Consistency Reliability (Composite Reliability) .....	62
Table 4.7. Inner Model Test Results .....	63
Table 4.8. Comparison with the Replicated Research .....	67

## **LIST OF APPENDICES**

APPENDIX 1: PRE-TEST TABLES

APPENDIX 2: ACTUAL RESEARCH TABLES

APPENDIX 3: PLAGIARISM CHECK

APPENDIX 4: QUESTIONNAIRE

