

## DAFTAR GAMBAR

Gambar 2.1 Model Penelitian.....	21
Gambar 4.1 Outer Model .....	54
Gambar 4.2 Inner Model.....	64



## DAFTAR ISI

### Contents

ABSTRAK .....	iv
ABSTRAK .....	v
KATA PENGANTAR .....	iv
DAFTAR TABEL.....	vi
DAFTAR GAMBAR .....	vii
DAFTAR ISI .....	viii
PENDAHULUAN .....	1
1.1 Latar Belakang.....	1
1.2 Masalah Penelitian.....	6
1.3 Pertanyaan Penelitian.....	8
1.4 Tujuan Penelitian .....	8
1.5 Keterbatasan Penelitian.....	9
1.6 Manfaat Penelitian .....	9
1.7 Sistematika Penelitian.....	10
BAB 2 TINJAUAN LITERATUR .....	12
2.1 <i>Brand Innovation</i> .....	12
2.2 <i>Consumer Perceived Product Innovativeness</i> .....	13
2.3 <i>Technological Newness</i> .....	15
2.4 <i>Brand Attitude</i> .....	16
2.5 <i>Purchase Intention</i> .....	17
2.7 Hubungan Antar Variabel .....	18
2.7.1 Hubungan Technological Newness Dan Consumer Perceived Product Innovativeness .....	18
2.7.3 Hubungan Consumer Perceived Brand Innovativeness (CPPI) Dan Post-Consumer Perceived Brand Innovativeness (CPBI) .....	20
2.7.3 Hubungan Mediasi Consumer Perceived Product Innovativeness Pada Post Consumer Perceived Brand Innovativeness Terhadap Brand Attitude Dan Niat Beli .....	20

2.8	Model Konseptual .....	21
BAB III.....		23
METODOLOGI PENELITIAN .....		23
3.1	Paradigma Penelitian .....	23
3.2	Penelitian Kuantitatif .....	24
3.3	Design Penelitian .....	25
3.4	Objek Penelitian .....	26
3.5	Unit Analisis .....	27
3.6	Pengukuran Variabel.....	28
3.7	Definisi Konseptual dan Operasional .....	28
3.8	Pengukuran Skala .....	31
3.9	Metode Pengumpulan Data .....	32
3.10	Etika dalam Pengumpulan Data .....	33
3.11	Sampel .....	34
3.12	Ukuran Sampel .....	35
3.13	Metode dalam Analisis Data .....	35
3.13.1	Statistik Deskriptif .....	36
3.13.2	Statistik Inferensial .....	36
3.13.3	Goodness of the Data.....	37
3.13.3.1	Validitas .....	37
3.13.3.2	Reliabilitas.....	38
3.14	<i>Structural Equation Modelling (SEM)</i> .....	40
3.15	<i>Partial Least Squares (PLS)</i> .....	41
BAB IV .....		44
HASIL DAN PEMBAHASAN .....		44
4.1	Profil Responden .....	44
4.1.1	Jenis Kelamin.....	<b>Error! Bookmark not defined.</b>
4.1.2	Usia .....	<b>Error! Bookmark not defined.</b>
4.1.3	Pekerjaan.....	<b>Error! Bookmark not defined.</b>
4.2	Statistik Deskriptif .....	47
4.3	Uji Validitas Konvergen – Uji Aktual .....	49

4.8	Discriminant Validity Test – Actual Test .....	51
4.9	Model Outer .....	53
4.10	Uji Bias Metode Umum .....	54
4.11	Goodness of Fit.....	56
4.12	R Square ( $R^2$ ).....	59
4.13	Relevansi Prediktif.....	60
4.14	Pengujian Hipotesis .....	61
4.15	Inner Model .....	64
4.16	Diskusi .....	64
4.17	Perbandingan Antara Penelitian Sebelumnya dan Penelitian Saat Ini .....	<b>Error! Bookmark not defined.</b>
BAB V .....		68
KESIMPULAN DAN REKOMENDASI .....		68
5.1	Kesimpulan.....	68
5.2	Implikasi Teoritis.....	68
5.3	Batasan Penelitian.....	73
5.4	Rekomendasi untuk Penelitian Selanjutnya .....	74
DAFTAR PUSTAKA .....		75