

Table of Contents

COVER	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....	ii
THESIS APPROVAL	iii
THESIS DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ACKNOWLEDGEMENT.....	vi
Table of Contents.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background	1
1.2 Research Questions.....	6
1.3 Research Objectives (Based on the Research Questions)	6
1.4 Research Scope.....	7
CHAPTER II	8
LITERATURE REVIEW.....	8
2.1 Theoretical Framework	8
2.1.1 Globalization, Global Marketing, and Consumer Behavior	8
2.1.2 The Theory of Reasoned Action and Purchase Intention.....	9
2.1.3 Brand Image	13
2.1.4 Brand Identity.....	13
2.1.5 Brand Personality	14
2.2 Previous Studies	15
2.2.1 Brand Image and Purchase Intention	15
2.2.2 Brand Identity and Purchase Intention.....	16
2.2.3 Brand Personality and Purchase Intention	17
2.3 Research Model	19

CHAPTER 3	20
RESEARCH METHOD	20
3.1 Research Designs	20
3.2 Research Paradigm	21
3.3 Conceptual and Operational Definition	22
3.4 Measurement of Scales	24
3.5 Data.....	25
3.6 Units of Analysis	25
3.7 Population	26
3.8 Sample Size	26
3.8.1 Sampling Method	26
3.9 Data Analysis Method.....	26
3.9.1 Descriptive Statistics	27
3.9.2 Inferential Statistics	27
3.9.2.1 Multiple Regression Analysis.....	27
3.9.2.2 Partial Least Squares - Structural Equation Modeling (PLS-SEM).....	28
3.9.2.2.1 Outer Model.....	29
3.9.2.2.2 Convergent Validity	29
3.9.2.2.3 Discriminant Validity	29
3.9.2.2.4 Internal Consistency Reliability.....	30
3.9.2.3 Inner Model	30
3.9.2.3.1 Multicollinearity Test	30
3.9.2.3.2 F Square.....	31
3.9.2.3.3 Coefficient of Determination (R ²)	31
3.9.2.3.4 Q ² Statistics	31
3.9.2.3.5 Hypotheses Test.....	32
CHAPTER 4	33
RESULTS AND DISCUSSION	33
4.1 The Study	33
4.1.1 Test Profile Respondent	33
4.1.2 Descriptive Statistics	34

4.1.3 Inferential Statistics	36
4.1.3.1 Outer Model	36
4.1.3.1.1 Actual Test Convergent Model.....	36
4.1.3.1.2 Discriminant Validity.....	39
4.1.3.1.3 Reliability Test.....	39
4.1.3.2 Inner Model	40
4.1.3.2.1 Multicollinearity Test.....	40
4.1.3.2.2 F Square.....	42
4.1.3.2.3 Coefficient of Determination (R ²).....	43
4.1.3.2.4 Q ² Test.....	43
4.1.3.2.5 Hypotheses Result.....	44
4.2 Discussion and Results.....	46
CHAPTER 5	50
Conclusions and Recommendation	50
5.1 Conclusion.....	50
5.2 Managerial Implications.....	51
5.3 Research Limitations and Recommendations.....	52
REFERENCES	1

LIST OF FIGURES

Figure 1.1 Indonesia's Mobile Vendor Market Share from October 2016 - January 2023

Figure 2.1 Research Model

Figure 4.1 PLS Algorithm



LIST OF TABLES

- Table 2.1: Previous research about purchase intention
Table 3.1: Conceptual and Operational Definition
Table 4.1: Respondent Profile
Table 4.2 Descriptive Statistics
Table 4.3 Convergent Validity
Table 4.4 Discriminant Validity
Table 4.5 Construct Reliability
Table 4.6 Collinearity (VIF) – Outer VIF Value
Table 4.7 Collinearity (VIF) – Inner VIF Value
Table 4.8 f square value
Table 4.9 Coefficient of Determination
Table 4.10 Q² Test
Table 4.11 Hypotheses Test