CONTENTS

Pernyataan dan Persetujuan Unggah Tugas Akhir ..... **i**

THESIS APPROVAL ..... Error! Bookmark not defined.

THESIS DEFENSE COMMITTEE ..... Error! Bookmark not defined.

ABSTRACT ..... **v**

PREFACE ..... **vi**

CONTENTS ..... **ix**

LIST OF FIGURES ..... **xii**

LIST OF TABLES ..... **xiii**

LIST OF ATTACHMENTS ..... **xv**

CHAPTER I **1**

1.1 Research Background 1

1.2 Research Questions 4

1.3 Research Objectives 5

1.4 Research Benefits 5

1.5 Systematic Organization of The Content 6

CHAPTER II **9**

2.1 Research Variable Used 9

2.1.1 Location Advantage 9

2.1.2 Brand Equity 11

2.1.3 Customer Experience 12

2.1.4 Purchase Intention 14

2.2 Relationships Between Variables 15

2.2.1 Effect of Location Advantage on Purchase Intention 15

2.2.2 Effect of Brand Equity on Purchase Intention 17

2.2.3 Effect of Customer Experience on Purchase Intention 19

2.3 Research Models 21

CHAPTER III **22**

3.1 Research Paradigm 22
3.2 Types of Research 24
3.3 Measurements (DKDO Table) 25
3.4 Unit of Analysis 30
3.5 Sample Design & Number of Samples 31
3.6 Data Collection Methods 33
3.7 Questionnaire Development 34
3.8 Analysis Data 35
3.8.1 Validity Test 35
3.8.2 Reliability Test 36
3.9 Preliminary Test 37
3.9.1 Results of Preliminary Test Validity 38
3.9.2 Results of Preliminary Test Reliability 46
CHAPTER IV 51
4.1 Respondent Profile 51
Gender 52
Age 52
Domicile 53
Profession 54
Income 54
4.2 Actual Test 55
Descriptive Statistics 56
Convergent Validity – Actual Test 58
Discriminant Validity – Actual Test 63
Collinearity (VIF) – Actual Test 68
Reliability – Actual Test 71
Outer Model 72
Test Results **R**[illegible] 73
Test Results **Q**[illegible] 74
Goodness of Fit (GoF) 75
Hypothesis Test 77
Inner Model 79
4.3 Discussion 80
Data Processing and Research Data Calculation 80
Hypothesis Testing 82

CHAPTER V 84

5.1 Conclusion..... 84
5.2 Managerial Implications..... 86
5.3. Research Limitations..... 88
5.4 Recommendations for Subsequent Researchers..... 89

Bibliography 90

LIST OF FIGURES

Figure 1.1 Growth Revenue F&B Industry 3
Figure 2.1 Theoretical Framework 21
Figure 4.1 Outer Model 73
Figure 4.2 Inner Model 79

LIST OF TABLES

Tabel 3.1 Conceptual Definitions and Operational Definitions of Research Variables Table 25
Tabel 3.2 Results of Validity Testing (Location Advantage Variable) with rule of thumb >0.7 0 38
Tabel 3.3 Results of Validity Testing (Location Advantage Variable) after LA 3 and LA 7 drop indicators..... 39
Tabel 3.4 Results of Brand Equity Testing with rule of thumb >0.70..... 40
Tabel 3.5 Results of Validity Testing (Brand Equity Variables) after drop indicators BE 1 and BE 5. 41
Tabel 3.6 Results of Validity Testing (Customer Experience Variables) with rule of thumb >0.70..... 42
Tabel 3.7 Results of Validity Testing (Customer Experience Variables) after drop indicator CE 8. 42
Tabel 3.8 Results of Validity Testing (Variable Purchase Intention) with rule of thumb >0.70 43
Tabel 3.9 Results of Validity Testing (Variable Purchase Intention) after PI 8 drop indicator. 44
Tabel 3.10 Results of AVE before some indicators are dropped with rules of thumb >0.50 45
Tabel 3.11 Results of AVE sehave several indicators dropped with rules of thumb >0.50 46
Tabel 3.12 Results of Cronbach's Alpha Reliability Testing with rule of thumb >0.7 47
Tabel 3.13 Results of Retesting Cronbach's Alpha Reliability with rule of thumb >0.7 48
Tabel 3.14 Results of Composite Realibility Reliability Test with rule of thumb >0.7 48
Tabel 3.15 Results of Retesting the Reliability of Cronbach's Alpha with rule of thumb >0.7 49

Tabel 4.1 Respondents' Gender Data 52
Tabel 4.2 Respondents' Age Data 53
Tabel 4.3 Respondents' Domicile Data 53
Tabel 4.4 Respondents' Professional Data 54
Tabel 4.5 Respondents' Revenue Data 55
Tabel 4.6 Descriptive Statistics 56
Tabel 4.7 Convergent Validity – Actual Test with Loading Factor >0.70 58
Tabel 4.8 Convergent Validity – Actual Test with loading factor >0.70 (Final) 60
Tabel 4.9 Convergent Validity – Actual Test with AVE >0.50 62
Tabel 4.10 Convergent Validity – Actual Test with AVE >0.50 (Final) 63
Tabel 4.11 Discriminant Validity – Actual Test with Cross Loading >0.70 ... 64
Tabel 4.12 Discriminant Validity – Actual Test with cross loading >0.70 (Final) 65
Tabel 4.13 Discriminant Validity – Actual Test with HTMT <0.90 67
Tabel 4.14 Discriminant Validity – Actual Test Back with HTMT <0.90 68
Tabel 4.15 Collinearity (VIF) – Actual Test with Outer VIF Value <10 (Final) 69
Tabel 4.16 Collinearity (VIF) – Aqueous Test with Inner VIF Value <10 70
Tabel 4.17 Reliability – Actual Test with Cronbach's Alpha >0.60 71
Tabel 4.18 Reliability – Actual Test with Composite Reliability >0.70 72
Tabel 4.19 Values R2 74
Tabel 4.20 Test Results Q2 75
Tabel 4.21 Goodness of Fit Values 76
Tabel 4.22 Hypothesis Test 77

LIST OF ATTACHMENTS

ATTACHMENT A QUIESTIONNAIRE……..……A-1

ATTACHMENT B MEASUREMENT MODEL BEFORE DROP INDICATORS……..…B-1

ATTACHMENT C MEASUREMENT MODEL AFTER DROP INDICATORS …….C-1