

DAFTAR ISI

JUDUL.....	i
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
ABSTRAK	v
KATA PENGANTAR.....	9
DAFTAR ISI	11
DAFTAR GAMBAR	14
DAFTAR TABEL.....	15
BAB I.....	16
1.1 Latar Belakang Masalah.....	16
1.2 Rumusan Masalah.....	20
1.3 Pertanyaan Penelitian.....	22
1.4 Tujuan penelitian	24
1.5 Manfaat Penelitian.....	25
1.6 Sistematika Penelitian.....	26
BAB II.....	28
2.1 <i>Brand Equity</i>	28
2.2 Teori <i>Planned Behaviour</i>	29
2.3 Definisi Variable.....	30
2.3.1 <i>Brand Coolness</i>	30
2.3.2 <i>Brand love</i>	32
2.3.3 <i>Brand Engagement</i>	33
2.3.4 <i>Customer Delight</i>	34
2.3.5 <i>Customer Psychological Wellbeing</i>	36
2.3.6 <i>Brand Experience</i>	37
2.3.7 Repurchase Intention.....	38
2.4 Hubungan antar variabel	39
2.4.1 Hubungan variabel <i>brand coolness</i> dengan <i>brand love</i> dan <i>brand engagement</i>	39
2.4.2 Hubungan variabel <i>brand love</i> dengan <i>customer delight</i> , <i>customer psychological wellbeing</i> , dan <i>brand engagement</i>	40
2.4.3 Hubungan variabel <i>brand engagement</i> dengan <i>customer delight</i> dan <i>customer psychological wellbeing</i>	42

2.4.4	Hubungan variabel <i>customer delight</i> dengan <i>customer psychological wellbeing</i>	43
2.4.5	Hubungan variabel <i>brand coolness</i> dengan <i>customer delight</i> dan <i>customer psychological wellbeing</i> melalui <i>brand love</i>	44
2.4.6	Hubungan variabel <i>brand coolness</i> dengan <i>customer delight</i> dan <i>customer psychological well-being</i> melalui <i>brand engagement</i>	45
2.4.7	Hubungan variabel <i>brand experience</i> dengan <i>brand coolness</i> terhadap <i>brand love</i> dan <i>brand engagement</i>	46
2.4.8	Hubungan variabel <i>customer delight</i> dengan <i>repurchase intention</i>	47
2.4.9	Hubungan variabel <i>customer psychological wellbeing</i> dengan <i>repurchase intention</i>	48
2.5	Model Penelitian	49
Bab III		50
3.1	Paradigma Penelitian	50
3.2	Desain Penelitian	51
3.3	Objek Penelitian	52
3.4	Subjek Penelitian	52
3.5	Unit Analisis	53
3.6	Skala Pengukuran Variabel	53
3.7	Definisi Konseptual dan Operasional	54
3.8	Populasi dan Sampel	61
3.8.1	Populasi	61
3.8.2	Sampel dan Teknik Pengambilan Sampel	61
3.9	Metode Pengumpulan Data	62
3.10	Teknik Pengumpulan Data	62
3.11	Metode Analisis Data	63
3.11.1	<i>Partial Least Square - Structural Equation Model (PLS-SEM)</i>	63
3.12	Pre-Test	70
3.12.1	Outer Model	70
3.13	Hasil Pengujian Pre-test	79
BAB IV		80
4.1	Profil Demografi Responden	80
4.2	Profil Perilaku Responden	83
4.3	Statistik Deskriptif	86
4.4	Statistik Inferensial	105
4.4.1	Outer Model	106

4.4.2	Struktural Model (<i>Inner Model</i>).....	118
BAB V	139
5.1	Kesimpulan	139
5.2	Implikasi Teoris	147
5.3	Implikasi Manajerial	154
5.4	Keterbatasan Penelitian	164
5.5	Saran untuk Penelitian Selanjutnya	165



DAFTAR GAMBAR

Gambar 1. 1 Jumlah Pengguna Smartphone di Indonesia Berdasarkan Pulau	17
Gambar 1. 2 Iphone Dianggap Merek Paling Cool.....	19
Gambar 1. 3 10 HP yang Sedang Trend di Indonesia (Februari 2023)	20
Gambar 1. 4 Pendapatan Iphone 2020-2022 (Februari 2023).....	20
Gambar 2. 1 Konseptual Model Penelitian.....	49
Gambar 3. 1 <i>Outer Model</i>	71
Gambar 4. 1 Profil Perilaku Responden	84
Gambar 4. 2 Profil Perilaku Responden	85
Gambar 4. 3 Profil Perilaku Responden	86
Gambar 4. 4 <i>Outer Model</i>	107
Gambar 4. 5 <i>Outer Model</i> setelah dilakukanya eliminasi	111
Gambar 4. 6 Struktural Model Uji Aktual	118
Gambar 4. 7 <i>Simple Slope Analysis (Brand Love)</i>	137
Gambar 4. 8 <i>Simple Slope Analysis (Brand Engagement)</i>	138

DAFTAR TABEL

Tabel 1. 1 penelitian terdahulu terkait brand coolness	21
Tabel 3. 1 Definisi Konseptual dan Definisi Operasional	54
Tabel 3. 2 Reliability Indicator	72
Tabel 3. 3 Construct Reliability Brand Coolness (High Order Construct).....	74
Tabel 3. 4 Uji Reliability Construct LOC (Lower Order Construct)	75
Tabel 3. 5 Construct Reliability	75
Tabel 3. 6 <i>Construct Validity</i> HOC (<i>Higher Order Construct</i>)	76
Tabel 3. 7 <i>Construct Validity</i> LOC (<i>Lower Order Construct</i>).....	77
Tabel 3. 8 Construct Validity.....	78
Tabel 4. 1 Usia Responden	80
Tabel 4. 2 Jenis Kelamin Responden	81
Tabel 4. 3 Tingkat Pendidikan Responden	81
Tabel 4. 4 Jenis Pekerjaan Responden	82
Tabel 4. 5 Tingkat Pendapatan per Bulan Responden.....	82
Tabel 4. 6 Domisili Responden.....	83
Tabel 4. 7 Kategori Jawaban Responden	87
Tabel 4. 8 Statistik Deskriptif Variabel <i>Brand Coolness</i>	88
Tabel 4. 9 Statistik Deskriptif Variabel Brand Love.....	94
Tabel 4. 10 Statistik Deskriptif Variabel <i>Brand Engagement</i>	96
Tabel 4. 11 Statistik Deskriptif Variabel Customer Delight.....	99
Tabel 4. 12 Statistik Deskriptif Variabel <i>Customer Psychological Wellbeing</i>	100
Tabel 4. 13 Statistik Deskriptif Variabel Brand Experience	102
Tabel 4. 14 Statistik Deskriptif Variabel Repurchase Intention	104
Tabel 4. 15 Reliability Indicator (sebelum dilakukan eliminasi)	107
Tabel 4. 16 Reliability Indicator (setelah dilakukan eliminasi)	109
Tabel 4. 17 Construct Reliability Brand Coolness (High Order Construct)	112
Tabel 4. 18 Uji Reliability Construct LOC (Lower Order Construct).....	112
Tabel 4. 19 Construct Reliability	113
Tabel 4. 20 Construct Validity HOC (<i>Higher Order Construct</i>)	114
Tabel 4. 21 <i>Construct Validity</i> LOC (<i>Lower Order Construct</i>).....	115
Tabel 4. 22 <i>Construct Validity</i>	116
Tabel 4. 23 Uji Discriminant Validity (HTMT)	117
Tabel 4. 24 Uji Multikolinieritas.....	119
Tabel 4. 25 R-Square.....	120
Tabel 4. 26 Q-Square	122
Tabel 4. 27 Uji Hipotesis untuk one tailed (Direct Effect).....	124
Tabel 4. 28 Uji Hipotesis untuk two tailed (Indirect Effect)	133
Tabel 4. 29 Uji Hipotesis untuk <i>two tailed (direct Effect)</i>	133