

TABLE OF CONTENTS

ABSTRACT	iii
<i>ABSTRAK</i>	iv
PREFACE	v
TABLE OF CONTENTS	vii
LIST OF FIGURES.....	x
LIST OF TABLES.....	xi
LIST OF APPENDICES	xiii
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	10
1.3 Problem Formulation.....	10
1.4 Objective of the Research.....	11
1.5 Benefit of the Research	11
1.5.1 Theoretical Benefit.	11
1.5.2 Practical Benefit.....	12
CHAPTER II.....	13
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	13
2.1 Theoretical Background	13
2.1.1 Marketing.....	13
2.1.2 Customer Decision Process	14
2.1.3 Purchase Intention.....	16
2.1.3.1 Definition of Purchase Intention	16
2.1.3.2 Types of Purchase Intention	17
2.1.3.3 Indicators of Purchase Intention	18
2.1.4 Product Features	19
2.1.4.1 Definition of Product Features	19

2.1.4.2 Indicators of Product Features	20
2.1.5 Social Influence	21
2.1.5.1 Definition of Social Influences	21
2.1.5.2 Social Influence Principles.....	23
2.1.5.3 Social Influences Indicators	26
2.1.6 Brand Image.....	27
2.1.6.1 Definition of Brand Image	27
2.1.6.2 Factors of Brand Image	28
2.1.6.3 Indicator of Brand Image	29
2.2 Previous Research	30
2.3 Hypothesis Development	33
2.3.1 The Influence of Product Features on Purchase Intention	33
2.3.2 The Influence of Social Influences towards Purchase Intention.....	34
2.3.3 The Influence of Brand Image towards Purchase Intention	35
2.3.4 The Influence of Product Features, Social Influences, and Brand Image towards Purchase Intention.....	36
2.4 Research Model	36
 CHAPTER III	38
RESEARCH METHODOLOGY	38
3.1 Research Design	38
3.2 Population and Sample	39
3.3 Data Collection Method	41
3.4 Operational Definition and Variable Measurement.....	42
3.5 Data Analysis Method	45
3.5.1 Research Instrument Test.....	45
3.5.2 Classical Assumption Test	46
3.5.3 Descriptive Statistics.....	48
3.5.4 Multiple Linear Regression Analysis.....	50
3.5.5 Hypothesis Testing.....	51

CHAPTER IV	53
RESEARCH RESULT AND DISCUSSION	53
4.1 General View of Research Object	53
4.1.2 Brief Overview of Xiaomi	53
4.1.2 Organisational Structure	55
4.2 Research Result	56
4.2.1 Result of Research Instrument Test	56
4.2.1.1 Validity Test.....	56
4.2.1.2 Reliability Test Result	58
4.2.2 Descriptive Statistics.....	60
4.2.2.1 Respondent Characteristics	60
4.2.2.2 Explanation of Respondent’s Answer	62
4.2.2.3 Mean, Median, Mode and Standard Deviation	76
4.2.3 Result of Data Quality Testing.....	82
4.2.3.1 Classical Assumption Tests	82
4.2.3.2 Multiple Linear Regression Analysis	86
4.2.4 Result of Hypothesis Testing	88
4.2.4.1 T-Test.....	88
4.2.4.2 F-Test.....	89
4.2.4.3 Coefficient of Determination Test.....	90
4.3 Discussion	91
CHAPTER V.....	96
CONCLUSION	96
5.1 Conclusion.....	96
5.2 Recommendation.....	97
References	101

LIST OF FIGURES

Figure 3.1 Xiaomi's board of directors	55
Figure 3.2 Erajaya Group Organisation Structure.....	55
Figure 4.1 Normality Test Graph.....	83



LIST OF TABLES

Table 1.1 Smartphone Brand Sales Comparison.....	3
Table 1.2 Smartphone battery life Comparison.....	5
Table 1.3 Xiaomi Camera score	6
Table 3.1 Indicator of Operational Variable of Product Features (X1)	43
Table 3.2 Operational Variable - Social Influence (X2).....	44
Table 3.3 Indicator of Operational Variable of Brand Image (X3)	44
Table 3.4 Operational Variable - Purchase Intention (Y)	44
Table 4.1 Validity Test for Product Features (X1).....	57
Table 4.2 Validity Test for Social Influence (X2)	57
Table 4.3 Validity Test for Brand Image (X3).....	58
Table 4.4 Validity Test for Purchase Intention (Y).....	58
Table 4.5 Reliability Test for Product Features (X1)	59
Table 4.6 Reliability Test for Social Influence (X2)	59
Table 4.7 Reliability Test for Brand Image (X3)	59
Table 4.8 Reliability Test for Purchase Intention (Y)	59
Table 4.9 Respondent's Age	60
Table 4.10 Respondent's Gender	61
Table 4.11 Respondent's Education Level.....	61
Table 4.12 Respondent's Income Level.....	61
Table 4.13 Question 1 Responses	62
Table 4.14 Question 2 Responses	63
Table 4.15 Question 3 Responses	63
Table 4.16 Question 4 Responses	64
Table 4.17 Question 5 Responses	64
Table 4.18 Question 6 Responses	65
Table 4.19 Question 1 Responses	65
Table 4.20 Question 2 Responses	66
Table 4.21 Question 3 Responses	66
Table 4.22 Question 4 Responses	67
Table 4.23 Question 5 Responses	67
Table 4.24 Question 6 Responses	68
Table 4.25 Question 7 Responses	68
Table 4.26 Question 1 Responses	69
Table 4.27 Question 2 Responses	69
Table 4.28 Question 3 Responses	70
Table 4.29 Question 4 Responses	70
Table 4.30 Question 5 Responses	71
Table 4.31 Question 6 Responses	71
Table 4.32 Question 1 Responses	72
Table 4.33 Question 2 Responses	72
Table 4.34 Question 3 Responses	73
Table 4.35 Question 4 Responses	73
Table 4.36 Question 5 Responses	74

Table 4.37 Question 6 Responses	74
Table 4.38 Question 7 Responses	75
Table 4.39 Question 8 Responses	75
Table 4.40 Likert scale interval class	76
Table 4.41 Descriptive Statistics of Variables	76
Table 4.42 Product Features (X_1) and Brand Image (X_3) interval class.....	79
Table 4.43 Social Influence (X_2) interval class	80
Table 4.44 Purchase Intention (Y) interval class	80
Table 4.45 Mean, Median, Mode, Standard Deviation, and Variance.....	81
Table 4.46 Normality Test Statistical Analysis	83
Table 4.47 Multicollinearity Test	84
Table 4.48 Heteroscedasticity Test.....	85
Table 4.49 Multiple Linear Regression table	86
Table 4.50 T-Test.....	88
Table 4.51 F-Test.....	89
Table 4.52 Coefficient of Determination	90

LIST OF APPENDICES

Appendix A Questionnaire	1-1
Appendix B Data of Respondents' Answers for Product Features.....	1-1
Appendix C Data of Respondents' Answers for Social Influences.....	1-1
Appendix D Data of Respondents' Answers for Social Influences.....	1-1
Appendix E Data of Respondents' Answers for Purchase Intention.....	1-1
Appendix F Online Questionnaire Responses	1-1
Appendix G SPSS Output for Instrument Test	1-1
Appendix H R-Table	1-1
Appendix I T-Table	I-1
Appendix J F-Table.....	J-1