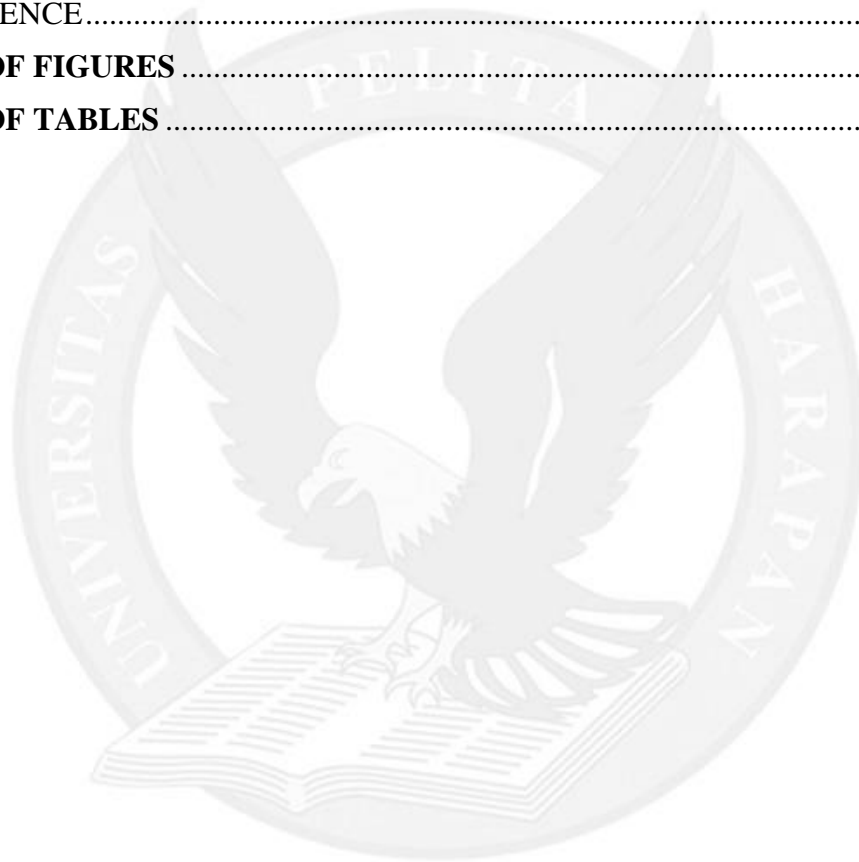


Table of Contents

CHAPTER I	1
INTRODUCTION	1
1.1. Background of Study	1
1.2. Problem Limitation.....	9
1.3. Problem Formulation.....	10
1.4. Objective of the Research.....	10
1.5. Benefit of the Research	11
1.5.1. Theoretical Benefit.....	11
1.5.2. Practical Benefit.....	11
CHAPTER II	28
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	28
2.1. Repurchase Intention	28
2.1.1. Definition of Repurchase Intention	28
2.1.2. Indicators of Repurchase Intention	30
2.1.3. Importance of Repurchase Intention	30
2.2. Service Quality	31
2.2.1. Definition of Service Quality	31
2.2.2. Indicators of Service Quality	32
2.2.3. Factors that affect Service Quality	34
2.3. Product Quality.....	35
2.3.1. Definition of Product Quality	35
2.3.2. Indicators of Product Quality	36
2.3.3. Importance of Product Quality	38
2.4. Brand Trust.....	38
2.4.1. Definition of Brand Trust.....	38
2.4.2. Indicators of Brand Trust	39
2.4.3. Benefits of Brand Trust.....	40
2.5. Previous Research	40
2.6. Hypothesis Development	43
2.6.1. Influence Service Quality to Repurchase Intention	43
2.6.2. Influence Product Quality to Repurchase Intention	43

2.6.3.	Influence Brand Trust to Repurchase Intention	44
2.7.	Research model	45
2.8.	Framework of Thinking.....	Error! Bookmark not defined.
CHAPTER III	47
RESEARCH METHODOLOGY	47
3.1.	Research Design	47
3.2.	Population and Samples	29
3.2.1.	Research Location and Time.....	29
3.2.2.	Population	29
3.2.3.	Samples	29
3.3.	Data Collection Method	31
3.3.1.	Primary Data	31
3.3.2.	Secondary Data	31
3.4.	Operational Definition and Variable Measurement	31
3.4.1.	Operational Definition	31
3.4.2.	Variable Measurement	33
3.5.	Data Analysis Method	33
3.5.1.	Descriptive Analysis Method.....	33
3.5.2.	Research Instrument Test.....	34
3.5.3.	Classical Assumption Test.....	35
3.5.4.	Multiple Liner Regression Analysis.....	36
3.5.5.	Coefficient of Determination Test	36
3.5.6.	Hypothesis Test.....	37
CHAPTER IV	39
RESEARCH RESULT AND DISCUSSION	39
4.1.	General View of Emina	39
4.1.1.	Brief Overview of Emina (PT Paragon Technology and Innovation).....	39
4.1.2.	Brief Overview of Emina	39
4.1.3.	Featured Products of Emina	41
4.2.	Research Result	42
4.2.1.	Test of Research Instrument.....	42

4.2.2.	Descriptive Statistic	46
4.2.3.	Data Quality Testing	72
4.2.4.	Hyphotesis Test.....	80
4.3.	Discussion	82
CHAPTER V	88
CONCLUSION AND RECOMMENDATION	88
5.1.	Conclusion.....	88
5.2.	Recommendation.....	88
REFERENCE.....		91
LIST OF FIGURES	99
LIST OF TABLES	103



LIST OF FIGURES

Figure 2. 1 Research Model.....	45
Figure 4. 1 Histogram for Normality Test	73
Figure 4. 2 Histogram for Normality Test	73
Figure 4. 3 Scatterplot.....	76



LIST OF TABLES

Table 4. 1 Result of Validity Test of Service Quality (X1)	43
Table 4. 2 Result of Validity Test of Product Quality (X2)	43
Table 4. 3 Result of Validity Test of Brand Trust (X3)	44
Table 4. 4Result of Validity Test of Repurchase Intention (X4)	44
Table 4. 5 Reliability Test	45
Table 4. 6 Characteristics of Respondents Based on Gender	46
Table 4. 7 Characteristics of Respondents Based on Job	47
Table 4. 8Characteristics of Respondents Based on Income	48
Table 4. 9 Reliability Test	49
Table 4. 10 Frequency of responses for Service Quality Test	49
Table 4. 11 Mean, Median, Mode, and Standard Deviation of Service Quality (X1)	54
Table 4. 12 Frequency of responses for Product Quality Test	55
Table 4. 13Mean, Median, Mode, and Standard Deviation of Product Quality (X2)	61
Table 4. 14 Frequency of responses for Brand Trust Test	63
Table 4. 15 Mean, Median, Mode, and Standard Deviation of Brand Trust (X3)	66
Table 4. 16 Frequency of responses for Repurchase Intention Test	68
Table 4. 17Mean, Median, Mode, and Standard Deviation of Repurchase Intention (Y)	70
Table 4. 18 Kolmogorov-Smirnov TestTest distribution is normal	74
Table 4. 19 Multicollinear Test	75
Table 4. 20 Multiple Linear Regression	78
Table 4. 21 Determination Test	79
Table 4. 22 F-test (ANOVA)	80
Table 4. 23 t-test	81

APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B : RESPONDENT’S RESPONSE	A-1
APPENDIX C: TURNITIN TEST	A-1
APPENDIX D: INSTAGRAM	A-1

