

ACKNOWLEDGMENT

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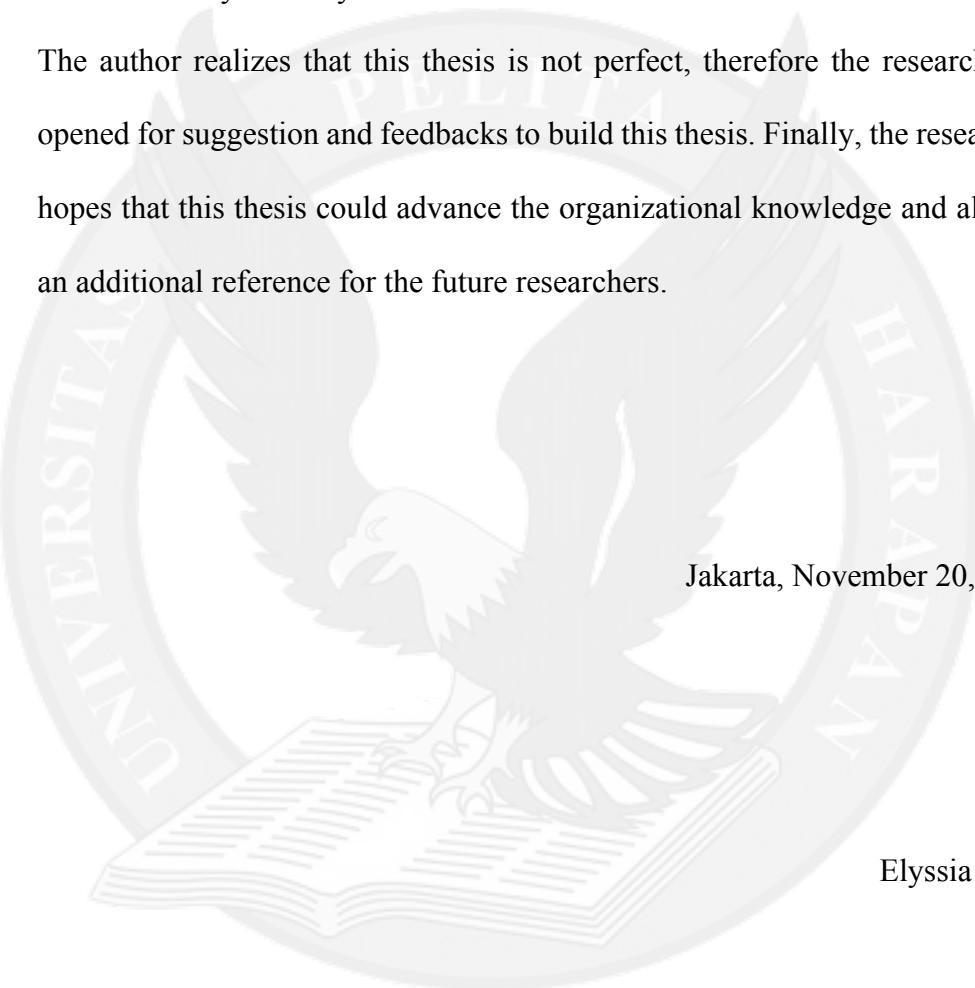
This thesis, entitled "**ANALYSIS ON THE IMPACT OF PRODUCT QUALITY, PRICE, BRAND IMAGE AND BRAND LOYALTY TOWARDS SAMSUNG SMARTPHONE PURCHASE INTENTION IN MILLENNIALS**" aims to fulfill the degree requirements to obtain a Bachelor Degree in Pelita Harapan University, Lippo Karawaci, Tangerang.

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A faint watermark of the University of Harvard seal is visible in the background. The seal features a central eagle perched on an open book, with the words "HARVARD" around the top and "UNIVERSITY" around the bottom.

Jakarta, November 20, 2020

Elyssia Elain

TABLE OF CONTENTS

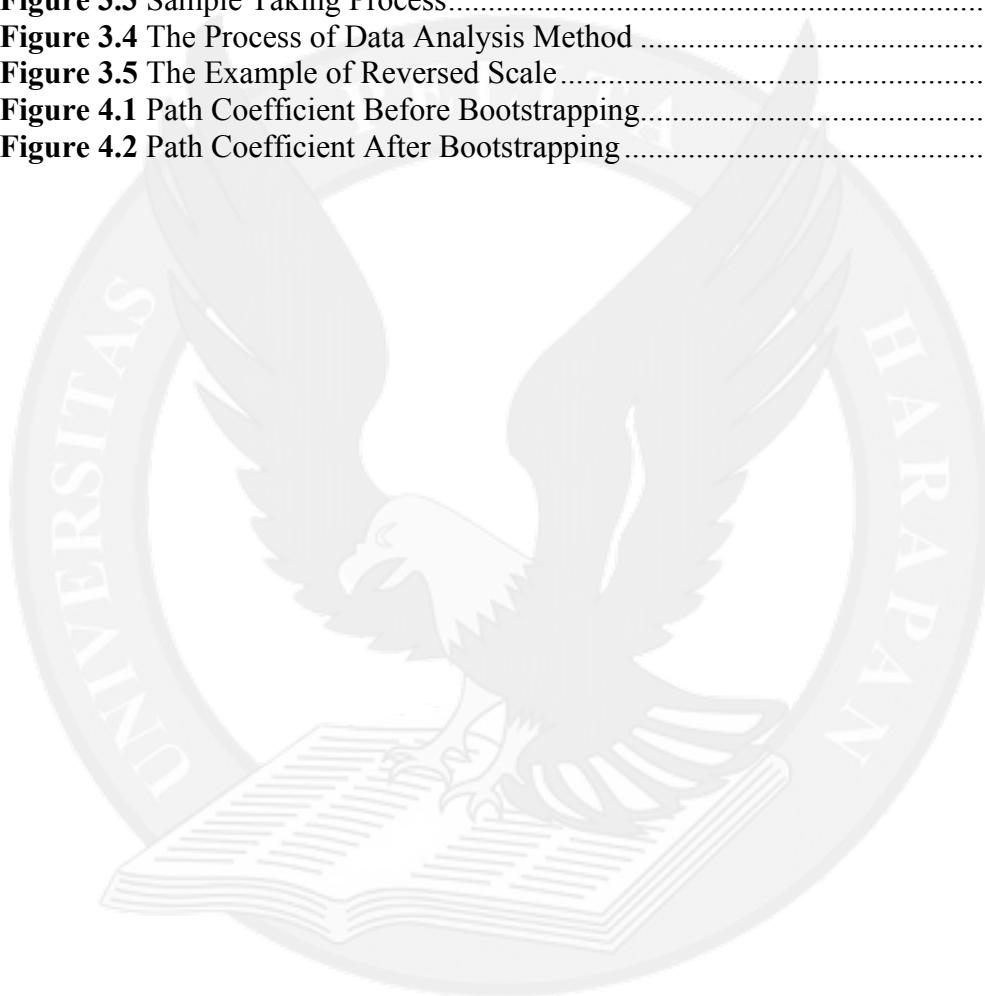
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
THESIS APPROVAL.....	iii
THESIS DEFENSE COMMITTEE	iv
ABSTRACT.....	v
ACKNOWLEDGMENT	vi
LIST OF FIGURES	xi
LIST OF TABLES	xii
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Problem Statement.....	8
1.3 Research Questions.....	8
1.4 Research Aim and Objectives	8
1.5 Benefits of Research.....	9
1.6 Chapter Outline	10
CHAPTER II.....	12
LITERATURE REVIEW	12
2.1 International Business	12
2.2 Global Marketing.....	14
2.3 Consumer Behavior	15
2.4 Theory of Plant Behavior (TPB).....	16
2.4.1 Attitude	17
2.4.2 Subjective Norm	18
2.4.3 Perceived Behavioral Control	18
2.5 Generation Y	19
2.5 Samsung Smartphone	20
2.6 Research Variable.....	21
2.6.1 Product Quality	21
2.6.2 Price	22
2.6.3 Brand Image.....	23
2.6.4 Brand Loyalty	24
2.7 Purchase Intention	26
2.8 The Relationship Between Variable	27
2.8.1 Product Quality with Purchase Intention	27
2.8.2 Price with Purchase Intention	28
2.8.3 Brand Image with Purchase Intention.....	29
2.8.4 Brand Loyalty with Purchase Intention	29
2.9 Research Model and Hypothesis.....	31
CHAPTER III	33

RESEARCH METHOD	33
3.1 Research Object	33
3.2 Research Paradigm.....	33
3.3 Research Approach.....	35
3.4 Purpose of the Studies	37
3.5 Extent of Research Interference.....	39
3.6 Research Strategy	40
3.7 Study Setting	41
3.8 Scope of Study	42
3.9 Unit of Analysis	43
3.10 Time Horizon.....	44
3.11 Variable Measurement	45
3.11.1 Conceptual Definition and Operational Definition.....	46
3.12 Data Collection Ethics	49
3.13 Data Collection.....	50
3.14 Questionnaire Making Process	53
3.14.1 Content and The Purpose of The Question	54
3.14.2 Wording and Language.....	55
3.14.3 Types and Forms of Questions	56
3.14.4 Sequencing.....	57
3.14.5 Classification Data of Personal Information.....	58
3.14.6 Back Translation	59
3.14.7 Pre-testing	60
3.15 Sampling Taking Process	61
3.15.1 Defining the Population	62
3.15.2 Determining Sample Frame	62
3.15.3 Determining the Sample Design	63
3.15.4 Determining the Suitable Sample Size	64
3.15.5 Executing the Sample Size.....	65
3.16 Scale Measurement	65
3.17 Data Analysis Method	68
3.17.1 Preparing the Data.....	68
3.17.2 Getting a Feel for Data.....	71
3.17.3 Testing the Goodness of Measure.....	72
3.18 Multiple Regression Analysis.....	77
3.19 Partial Least Square Structural Equation Modelling (PLS-SEM) .	78
3.19.1 Collinearity Test.....	79
3.19.2 Coefficient of Determination (<i>R²</i> Value).....	79
3.20 Hypothesis Testing	80
CHAPTER IV	82
RESULTS AND DISCUSSIONS	82
4.1 Personal Information.....	82
4.1.1 Gender.....	82
4.1.2 Age.....	83
4.2 Pre-test Result	83

4.2.1	Pre-test Descriptive Statistic	83
4.2.2	Goodness of the Data	85
4.3	Actual Test.....	93
4.3.1	Actual Descriptive Study	93
4.3.2	Goodness of the Data	103
4.3.3	Collinearity Test.....	106
4.3.4	Coefficient of Determination (<i>R2Value</i>).....	107
4.3.5	Hypothesis Testing.....	108
4.3.6	Discussion	110
CHAPTER V	120
CONCLUSION AND RECOMMENDATION		120
5.1	Conclusion	120
5.2	Research Limitation.....	121
5.3	Theoretical Implications.....	122
5.4	Managerial Implications	123
5.5	Suggestions for the future researchers.....	124
Bibliography	126
APPENDICES	140
Appendix A Questionnaire.....	140	
Appendix B Initial Pre-test Result.....	151	
Appendix C Final Pre-test Result.....	155	
Appendix D Actual Test Result	159	
Appendix E Turnitin Check Result.....	164	

LIST OF FIGURES

Figure 1.1 Number of Smartphone Users in Indonesia from 2015 to 2025	3
Figure 1.2 Indonesian Top-5 Brand Highlight.....	3
Figure 2.1 Theory Planned Behavior (TPB) Conceptual Framework	17
Figure 2.2 The Research Model.....	31
Figure 3.1 The Process of Making Questionnaire.....	54
Figure 3.2 Back Translation Process.....	60
Figure 3.3 Sample Taking Process.....	61
Figure 3.4 The Process of Data Analysis Method	68
Figure 3.5 The Example of Reversed Scale.....	71
Figure 4.1 Path Coefficient Before Bootstrapping.....	111
Figure 4.2 Path Coefficient After Bootstrapping	112



LIST OF TABLES

Table 3.1 The Difference of Research Design Approach	36
Table 3.2 Purpose of Study Differences.....	38
Table 3.3 Extend of Research Interference Differences	39
Table 3.4 Study Setting Differences	42
Table 3.5 Differences of Each Research Unit Analysis	44
Table 3.6 Time Horizon Explanation.....	45
Table 3.7 Conceptual and Operational Variable Table	47
Table 3.8 Types of Questionnaires.....	53
Table 3.9 Advantages and Disadvantages of Types of Question.....	56
Table 3.10 The Differences of Scale Types	66
Table 3.11 Example of Likert Scale.....	67
Table 3.12 Likert Scale Example	69
Table 4.1 Gender	82
Table 4.2 Age	83
Table 4.3 Final Pre-test Descriptive Statistic Result.....	84
Table 4.4 First Pre-test Composite Reliability	85
Table 4.5 Final Pre-test Composite Reliability	85
Table 4.6 Initial Pre-test Convergent Validity	87
Table 4.7 Final Pre-test Convergent Validity.....	89
Table 4.8 Initial Pre-test Discriminant Validity	90
Table 4.9 Final Pre-test Discriminant Validity	91
Table 4.10 Final Indicators.....	92
Table 4.11 The Descriptive Statistics of Product Quality	93
Table 4.12 The Continuation of Product Quality's Descriptive Statistic.....	94
Table 4.13 The Descriptive Statistic of Price.....	95
Table 4.14 The Continuation of Price Descriptive Statistic Result.....	96
Table 4.15 The Brand Image Descriptive Statistic	97
Table 4.16 The Continuation of Brand Image Descriptive Statistic Result.....	98
Table 4.17 The Brand Loyalty Descriptive Statistic	99
Table 4.18 The Continuation of Brand Loyalty Descriptive Statistic	100
Table 4.19 The Purchase Intention of Descriptive Statistic	101
Table 4.20 The Continuation of Purchase Intention Descriptive Statistic	102
Table 4.21 Actual Test Composite Reliability	103
Table 4.22 Convergent Validity	104
Table 4.23 Actual Test Discriminant Validity	105
Table 4.24 Actual Collinearity Test	106
Table 4.25 R2Value	107
Table 4.26 Hypothesis Testing.....	108