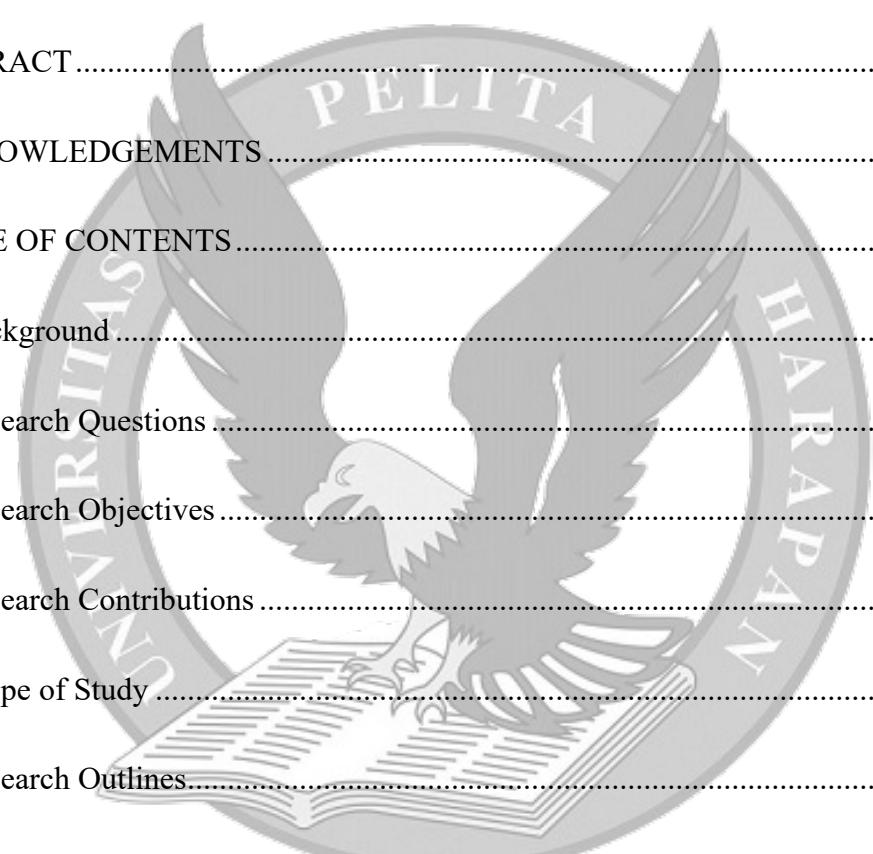


## TABLE OF CONTENTS

### FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT

### THESIS APPROVAL

### THESIS DEFENSE COMMITTEE



|   |      |
|---|------|
| ABSTRACT .....                              | v    |
| ACKNOWLEDGEMENTS .....                      | vi   |
| TABLE OF CONTENTS .....                     | viii |
| 1.1 Background .....                        | 1    |
| 1.2 Research Questions .....                | 7    |
| 1.3 Research Objectives .....               | 9    |
| 1.4 Research Contributions .....            | 10   |
| 1.5 Scope of Study .....                    | 11   |
| 1.6 Research Outlines.....                  | 11   |
| 2.1 Brand .....                             | 13   |
| 2.2 Customer-Based Brand Equity (CBBE)..... | 15   |
| 2.3 Brand Passion.....                      | 17   |
| 2.4 Brand Affection.....                    | 18   |
| 2.5 Self-Brand Connection.....              | 19   |

|   |    |
|---|----|
| 2.6 Brand Loyalty.....  | 20 |
| 2.7 Staff Behaviour .....   | 22 |
| 2.8 Quality of Physical Environment.....  | 22 |
| 2.9 Previous Research .....   | 23 |
| 2.10 Relationship Between Variables and Research Hypotheses .....   | 24 |
| 2.10.1 Impact of Physical Quality towards Emotional Brand Attachment .....  | 24 |
| 2.10.2 Impact of Staff Behaviour towards Emotional Brand Attachment .....   | 25 |
| 2.10.3 Association between Emotional Brand Attachment toward Brand Loyalty .....                                    | 26 |
| 2.10.4 Mediation effect of Emotional Brand Attachment.....  | 27 |
| 2.10.5 Moderating Effect of First-time Visitors VS Repeat Visitors on the<br>Quality–EBA–Loyalty Relationship ..... | 27 |
| 2.11 Theoretical Framework.....   | 29 |
| 3.1 Research Design.....  | 32 |
| 3.2 Phases of Research .....  | 33 |
| 3.3 Research Subject and Object.....  | 34 |
| 3.4 Population and Sample.....  | 34 |
| 3.4.1 Population .....  | 35 |
| 3.4.2 Sample .....  | 35 |
| 3.4.2.1 The Sampling Process .....  | 36 |

|   |    |
|---|----|
| 3.4.2.2 Types of Sampling .....                           | 37 |
| 3.4.2.3 Determining the Sample Size.....                  | 39 |
| 3.5 Data Collection Method .....                          | 40 |
| 3.6 Ethics in Data Collection .....                       | 41 |
| 3.7 Types of Measurement Scale .....                      | 42 |
| 3.7.1 The Likert Scale .....                              | 44 |
| 3.7.2 Unit Analysis.....                                  | 45 |
| 3.8 Conceptual Definition and Operational Definition..... | 45 |
| 3.9 Pretest Study.....                                    | 48 |
| 3.10 Inferential Statistics.....                          | 49 |
| 3.11 Descriptive Statistics.....                          | 49 |
| 3.12 Validity.....  | 49 |
| 3.13 Reliability .....                                    | 50 |
| 3.14 Structural Equation Model .....                      | 51 |
| 3.15 Evaluation Model .....                               | 52 |
| 3.15.1 Outer Model Evaluation.....                        | 52 |
| 3.15.1.1 Criteria for Validity Test.....                  | 53 |
| 3.15.1.2 Criteria for Reliability Test.....               | 53 |
| 3.15.3 Inner Model Evaluation.....                        | 54 |

|  |    |
|--|----|
| 3.16 Pretest Results .....                                 | 55 |
| 3.16.1 Validity Test.....                                  | 55 |
| 3.16.2 Reliability Test .....                              | 56 |
| 3.16.3 Model for Actual Test .....                         | 57 |
| 4.1 Respondent Profile .....                               | 58 |
| 4.1.1 Gender .....   | 60 |
| 4.1.2 Domicile .....                                       | 60 |
| 4.1.3 Occupation .....                                     | 60 |
| 4.1.4 Monthly Income .....                                 | 61 |
| 4.1.5 Nissan Products Ever Owned.....                      | 61 |
| 4.1.6 Nissan Products Purchased at Nissan Alam Sutera..... | 62 |
| 4.1.7 Time spent using Nissan Products .....               | 63 |
| 4.1.8 Times Changed Nissan Products.....                   | 63 |
| 4.1.9 Latest Purchase of Nissan Products .....             | 64 |
| 4.1.10 Reason for Choosing Nissan Products .....           | 64 |
| 4.1.11 Short-Term Loyalty.....                             | 64 |
| 4.2 Actual Test .....                                      | 65 |
| 4.3 Descriptive Statistics .....                           | 65 |
| 4.3.1 Descriptive Statistics: Physical Environment .....   | 66 |

|   |           |
|---|-----------|
| 4.3.2 Descriptive Statistics: Staff Behaviour ..... | 68        |
| 4.3.3 Descriptive Statistics: Brand Passion.....    | 70        |
| 4.3.4 Descriptive Statistics: Brand Affection.....  | 71        |
| 4.3.5 Descriptive Statistics: Brand Connection..... | 72        |
| 4.3.6 Descriptive Statistics: Brand Loyalty.....    | 74        |
| <b>4.4 Outer Model Evaluation.....</b>              | <b>75</b> |
| 4.4.1 Convergent Validity Test .....                | 75        |
| 4.4.1.1 Factor Loading .....                        | 76        |
| 4.4.1.2 Average Variance Extracted (AVE).....       | 77        |
| 4.4.2 Discriminant Validity.....                    | 78        |
| 4.4.2.1 Cross Loading .....                         | 78        |
| 4.4.2.2 Heterotrait-monotrait Ratio.....            | 79        |
| 4.4.3 Reliability Test .....                        | 80        |
| 4.4.3.1 Cronbach's Alpha.....                       | 80        |
| 4.4.3.2 Composite Reliability.....                  | 81        |
| 4.5 Multicollinearity Test (VIF).....               | 82        |
| 4.6 Inner Model.....                                | 82        |
| 4.6.1 R <sup>2</sup> Test .....                     | 84        |
| 4.6.2 T-Statistics Test.....                        | 86        |

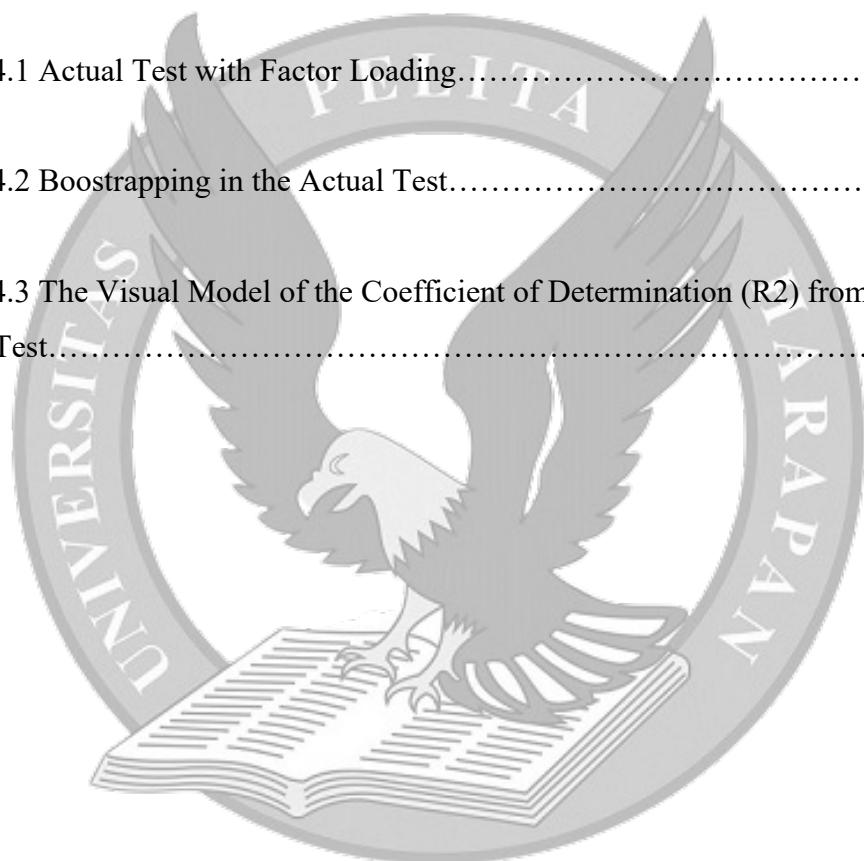
|   |    |
|---|----|
| 4.6.2.1 Hypothesis First-time compared to Repeat Visitors .....                                 | 86 |
| 4.6.2.1 H7a – H7f.....  | 89 |
| 4.7 Discussion .....  | 90 |
| 4.7.1 H1: Physical Quality positively impact Emotional Brand Attachment .....                   | 91 |
| 4.7.2 H2: Staff Behaviour positively impact Emotional Brand Attachment.....                     | 92 |
| 4.7.3 H3: Emotional Brand Attachment positively impact Brand Loyalty.....                       | 93 |
| 4.7.4 Mediation effect of Emotional Brand Attachment.....                                       | 94 |
| 4.7.4.1 H4a: Brand Passion mediate the effect of Physical Quality on Brand Loyalty .....        | 94 |
| 4.7.4.2 H4b: Brand Passion mediate the effect of Staff Behaviour on Brand Loyalty. ....         | 95 |
| 4.7.4.3 H5a: Brand affection mediate the effect of Physical Quality on Brand Loyalty. ....      | 95 |
| 4.7.4.4 H5b: Brand Affection mediate the effect of Staff Behaviour on Brand Loyalty. ....       | 96 |
| 4.7.4.5 H6a: Self-brand Connection mediate the effect of Physical Quality on Brand Loyalty..... | 96 |
| 4.7.4.6 H6b: Self- brand Connection mediate the effect of Staff Behaviour on Brand Loyalty..... | 97 |

|  |     |
|--|-----|
| 4.7.5 H7: Service Quality-Emotional Brand Attachment-Brand Loyalty impact is<br>stronger for Repeat Visitors compared to First-time Visitors ..... | 98  |
| 5.1 Conclusion.....  | 100 |
| 5.2 Managerial Implications.....   | 101 |
| 5.3 Research Limitations.....  | 103 |
| 5.4 Recommendations.....   | 104 |



## LIST OF FIGURES

|  |    |
|--|----|
| Figure 2.1 CBBE Pyramid.....   | 15 |
| Figure 2.2 Theoretical Framework.....  | 29 |
| Figure 3.1 PLS Model for Actual Test.....  | 57 |
| Figure 4.1 Actual Test with Factor Loading.....  | 77 |
| Figure 4.2 Bootstrapping in the Actual Test.....   | 83 |
| Figure 4.3 The Visual Model of the Coefficient of Determination (R <sup>2</sup> ) from the<br>Actual Test..... | 85 |



## LIST OF TABLES

|  |    |
|--|----|
| Table 1.1 Ranked in the Top 16 Sales from Brand Holder Agents to Dealers in Indonesia based on Brand January 2018 - June 2021..... | 4  |
| Table 2.1 Previous Research.....   | 23 |
| Table 3.1 The Likert Scale.....  | 44 |
| Table 3.2 Interval Points.....   | 44 |
| Table 3.3 Conceptual Definitions and Operational Definitions.....  | 45 |
| Table 3.4 Rule of Thumb for Validity Test.....   | 53 |
| Table 3.5 Rule of Thumb for Reliability Test.....  | 54 |
| Table 3.6 Validity Test Results from the Pretest (First-time Visitors).....  | 55 |
| Table 3.7 Invalid Indicators from the Pretest.....   | 56 |
| Table 3.8 Reliability Test Results from the Pretest.....   | 57 |
| Table 4.1 Respondents Profile for Actual Test.....   | 58 |
| Table 4.2 Interval Points.....   | 65 |
| Table 4.3 Actual Descriptive Statistics.....   | 66 |
| Table 4.4 Actual Descriptive Statistics of Physical Environment.....   | 66 |

|   |    |
|---|----|
| Table 4.5 Actual Descriptive Statistics of Staff Behaviour.....                                     | 68 |
| Table 4.6 Actual Descriptive Statistics of Brand Passion.....                                       | 70 |
| Table 4.7 Actual Descriptive Statistics of Brand Affection.....                                     | 71 |
| Table 4.8 Actual Descriptive Statistics of Brand Connection.....                                    | 73 |
| Table 4.9 Actual Descriptive Statistics of Brand Loyalty.....                                       | 74 |
| Table 4.10 Factor Loading from the Actual Test.....   | 76 |
| Table 4.11 Average Variance Extracted (AVE) from the Actual Test.....                               | 78 |
| Table 4.12 Cross-Loading Factors from the Actual Test.....  | 79 |
| Table 4.13 Heterotrait-monotrait (HTMT) ratio from the Actual Test.....                             | 80 |
| Table 4.14 Cronbach's Alpha from the Actual Test.....   | 80 |
| Table 4.15 Composite Reliability from the Actual Test.....  | 81 |
| Table 4.16 Variance Inner Inflation (VIF) from the Actual Test.....                                 | 82 |
| Table 4.17 The Coefficient of Determination (R <sup>2</sup> ) from the Actual Test.....             | 84 |
| Table 4.18 Path Coefficients in Hypothesis Testing for Direct Effect.....                           | 86 |
| Table 4.19 Path Coefficients in Hypothesis Testing for Direct Effect (First-time<br>Visitors) ..... | 87 |

|   |    |
|---|----|
| Table 4.20 Path Coefficients in Hypothesis Testing for Direct Effect (Repeat<br>Visitors) .....               | 87 |
| Table 4.21 Path Coefficient in Hypothesis Testing for Specific Indirect<br>Effect.....                        | 87 |
| Table 4.22 Path Coefficient in Hypothesis Testing for Specific Indirect Effect<br>(First-time Visitors) ..... | 88 |
| Table 4.23 Path Coefficient in Hypothesis Testing for Specific Indirect Effect<br>(Repeat Visitors) .....     | 88 |
| Table 4.24 Path Coefficients in Hypothesis Testing from the Actual Test for<br>H7.....                        | 90 |
| Table 4.25 Path Coefficients in Hypothesis Testing from the Actual Test for<br>H7.....                        | 99 |

