

TABLE OF CONTENTS

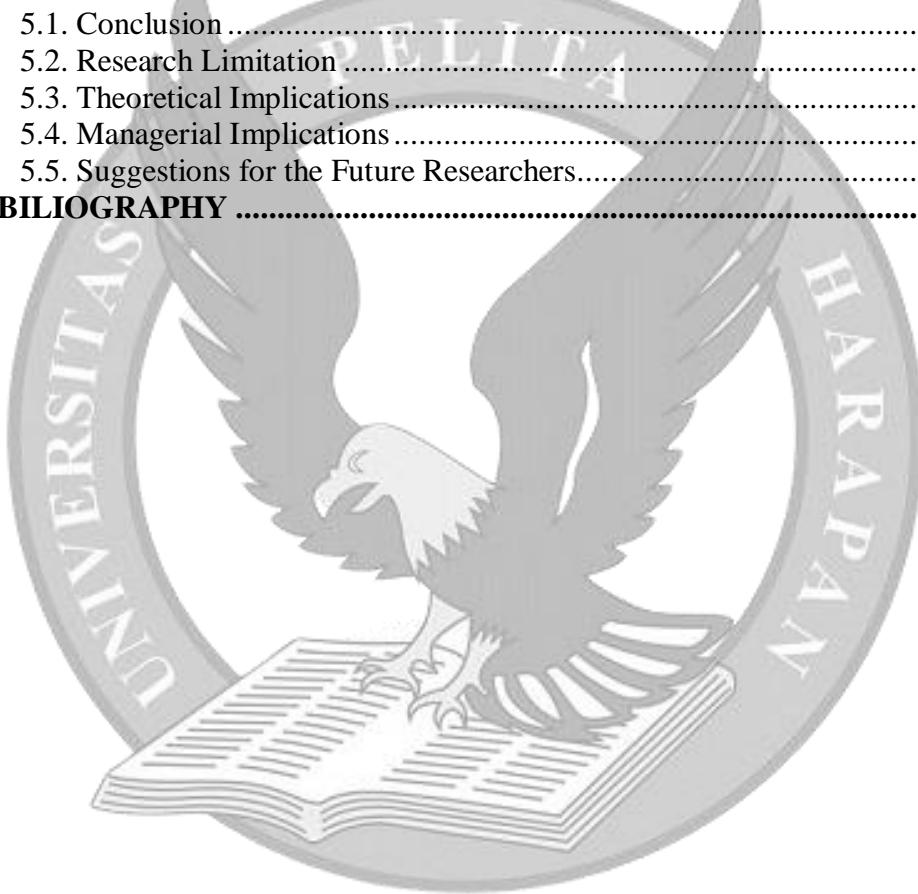
| | |
|------------------------------------------------------------------------------------------------------|------|
| COVER | ii |
| FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT | iii |
| THESIS APPROVAL..... | iv |
| THESIS DEFENSE COMMITTEE | v |
| ABSTRACT | vi |
| ACKNOWLEDGMENT..... | vii |
| TABLE OF CONTENT..... | ix |
| LIST OF TABLES | xiii |
| LIST OF FIGURES | xiv |
| LIST OF APPENDICES..... | xv |
| CHAPTER I INTRODUCTION | |
| 1.1. Research Background..... | 1 |
| 1.2. Problem Statement | 6 |
| 1.3. Research Question..... | 7 |
| 1.4. Research Objectives | 7 |
| 1.5. Research Benefits..... | 8 |
| 1.6. Scope of Study | 8 |
| 1.7. Chapter Outline | 9 |
| CHAPTER II LITERATURE REVIEW | |
| 2.1. Theoretical Background | 11 |
| 2.1.1. Entrepreneurship..... | 11 |
| 2.2. Research Variables | 12 |
| 2.2.1. Celebrity Endorsement..... | 12 |
| 2.2.2. Brand Image | 13 |
| 2.2.3. Ideal Self | 13 |
| 2.2.4. Purchase Intention..... | 14 |
| 2.3. Theoretical Framework | 15 |
| 2.4. Hypothesis Development..... | 15 |
| 2.4.1. Relationship between Celebrity Endorsement and Purchase Intention | 15 |
| 2.4.2. Relationship between Celebrity Endorsement and Ideal Self | 16 |
| 2.4.3. Relationship between Brand Image and Purchase Intention | 17 |
| 2.4.4. Relationship between Ideal Self and Purchase Intention | 17 |
| 2.4.5. Ideal Self Mediating the Influence between Celebrity Endorsement and Purchase Intention | 18 |
| CHAPTER III RESEARCH METHODOLOGY | |
| 3.1. Research Object | 19 |
| 3.2. Research Subject | 19 |
| 3.3. Unit of Analysis | 19 |
| 3.4. Type of Research..... | 20 |
| 3.5. Research Design..... | 20 |
| 3.6. Construct Measurement..... | 20 |
| 3.6.1. Conceptual and Operational Definition | 21 |

| | |
|----------------------------------------------------------------|----|
| 3.6.2. Measuring Scale..... | 23 |
| 3.7. Data Collection Sources and Techniques | 23 |
| 3.8. Questionnaire Preparation Technique | 23 |
| 3.9. Design Sample | 24 |
| 3.10. Determining Suitable Sample Population..... | 24 |
| 3.11. Data Analysis Technique..... | 25 |
| 3.11.1. Validity Test | 25 |
| 3.11.2. Reliability Test..... | 26 |
| 3.11.3. Descriptive Statistic | 27 |
| 3.11.4. Inferential Statistic | 28 |
| 3.11.5. Partial Least Square-Stuctural Equation Modeling | 29 |
| 3.11.6. Model Evaluation..... | 29 |
| 3.11.6.1. Evaluation of Measurement Model (Outer Model) | 29 |
| 3.11.6.2. Structural Evaluation Model | 30 |

CHAPTER IV RESULTS AND DISCUSSIONS

| | |
|----------------------------------------------------------|----|
| 4.1. Personal Information | 31 |
| 4.1.1. Gender | 31 |
| 4.1.2. Age | 32 |
| 4.1.3. Domicile | 32 |
| 4.2. Pre-test Result | 33 |
| 4.2.1. Pre-test Descriptive Statistic | 33 |
| 4.2.2. Goodness of the Data | 34 |
| 4.2.2.1. Reliability Test | 34 |
| 4.2.2.1.1. Composite Reliability | 34 |
| 4.2.2.2 Validity Test..... | 35 |
| 4.2.2.2.1. Convergent Validity..... | 35 |
| 4.2.2.2.2. Discriminant Validity..... | 35 |
| 4.3. Actual Test..... | 36 |
| 4.3.1. Actual Descriptive Study | 36 |
| 4.3.1.1. Celebrity Endorsement | 37 |
| 4.3.1.2. Brand Image | 38 |
| 4.3.1.3. Customer Ideal Self | 39 |
| 4.3.1.4. Purchase Intention | 41 |
| 4.3.2. Goodness of the Data | 42 |
| 4.3.2.1. Reliability Test | 42 |
| 4.3.2.1.1. Composite Reliability | 42 |
| 4.3.2.2 Validity Test..... | 43 |
| 4.3.2.2.1. Convergent Validity..... | 43 |
| 4.3.2.2.2. Discriminant Validity..... | 44 |
| 4.3.3. Collinearity Test | 44 |
| 4.3.4. Coefficient of Determination (R^2 Value) | 45 |

| | |
|-----------------------------------------------------------------------------------------------------------|----|
| 4.3.5. Hypothesis Testing | 46 |
| 4.3.6. Discussion | 48 |
| 4.3.6.1. Relationship between Celebrity Endorsement and Purchase Intention | 51 |
| 4.3.6.2. Relationship between Celebrity Endorsement and Ideal Self | 51 |
| 4.3.6.3. Relationship between Brand Image and Purchase Intention..... | 52 |
| 4.3.6.4. Relationship between Ideal Self and Purchase Intention..... | 53 |
| 4.3.6.5. Ideal Self Mediating the Influence between Celebrity Endorsement and Purchase Intention | 53 |
| CHAPTER V CONCLUSION AND RECOMMENDATION | |
| 5.1. Conclusion | 55 |
| 5.2. Research Limitation | 56 |
| 5.3. Theoretical Implications | 57 |
| 5.4. Managerial Implications | 58 |
| 5.5. Suggestions for the Future Researchers..... | 59 |
| BIBLIOGRAPHY | 61 |

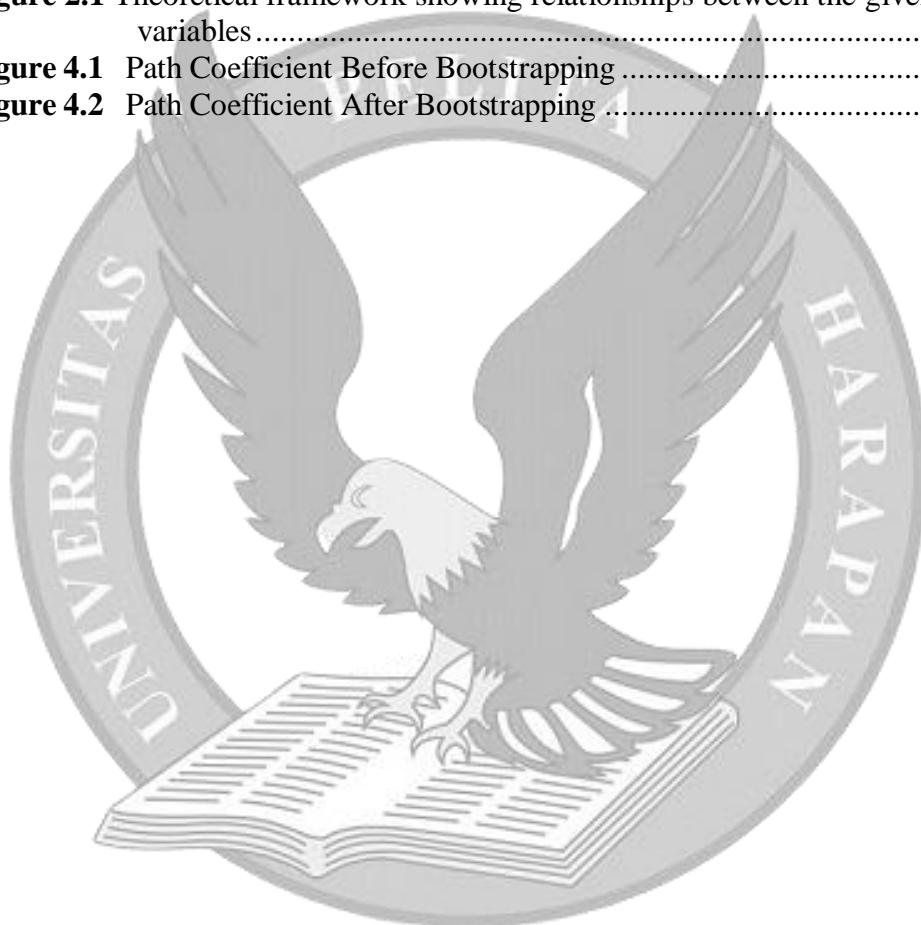


LIST OF TABLES

| | | |
|-------------------|-------------------------------------------------------------------------------|----|
| Table 3.1 | Conceptual and Operational Definition | 21 |
| Table 3.2 | Descriptive Statistic Value Categories | 28 |
| Table 4.1 | Gender | 31 |
| Table 4.2 | Age | 32 |
| Table 4.3 | Domicile | 33 |
| Table 4.4 | Final Pre-Test Descriptive Statistic Result | 33 |
| Table 4.5 | Pre-test Composite Reliability | 34 |
| Table 4.6 | Pre-Test Convergent Validity | 35 |
| Table 4.7 | Pre-Test Discriminant Validity | 35 |
| Table 4.8 | The Descriptive Statistics of Celebrity Endorsement..... | 36 |
| Table 4.9 | The Descriptive Statistics of Celebrity Endorsement..... | 37 |
| Table 4.10 | The Continuation of Celebrity Endorsement's Descriptive Statistic. | 38 |
| Table 4.11 | The Descriptive Statistic of Brand Image | 38 |
| Table 4.12 | The Continuation of Brand Image's Descriptive Statistic Result.... | 39 |
| Table 4.13 | The Customer Ideal Self's Descriptive Statistic..... | 40 |
| Table 4.14 | The Continuation of Customer Ideal Self Descriptive Statistic Result | 40 |
| Table 4.15 | The Purchase Intention's Descriptive Statistic..... | 41 |
| Table 4.16 | The Continuation of Purchase Intention Descriptive Statistic | 41 |
| Table 4.17 | Actual Test Composite Reliability | 42 |
| Table 4.18 | Convergent Validity | 43 |
| Table 4.19 | Actual Test Discriminant Validity | 44 |
| Table 4.20 | Actual Collinearity Test | 44 |
| Table 4.21 | R^2 Value | 45 |
| Table 4.22 | Hypothesis Testing..... | 46 |

LIST OF FIGURES

| | |
|-------------------------------------------------------------------------------------------------------------------------------|----|
| Figure 1.1 Retail Rankings 2021 in Indonesia: Fashion Retail..... | 1 |
| Figure 1.2 Retail Top Improvers 2021 in Indonesia: Fashion Retailers..... | 2 |
| Figure 1.3 Nike's advertising and promotion costs from 2014 to 2021..... | 4 |
| Figure 1.4 Nike's revenue worldwide from 2005 to 2021 (In million U.S. dollars) | 5 |
| Figure 1.5 A bar graph showing the extent to which a consumer believe that celebrity endorsement improve brand..... | 5 |
| Figure 2.1 Theoretical framework showing relationships between the given variables | 15 |
| Figure 4.1 Path Coefficient Before Bootstrapping | 49 |
| Figure 4.2 Path Coefficient After Bootstrapping | 50 |



LIST OF APPENDICES

| | | |
|-------------------|-----------------------------------|----|
| Appendix A | Questionnaire | 65 |
| Appendix B | Initial Pre-testting Result | 70 |
| Appendix C | Actual Test Result | 73 |
| Appendix D | Turnitin Check Result..... | 77 |

