

TABLE OF CONTENTS

ABSTRACT.....	vi
ACKNOWLEDGEMENT.....	vii
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	7
1.3 Research Questions.....	8
1.4 Research Objectives.....	8
1.5 Significance of the Study.....	9
1.5.1 For the Researcher.....	9
1.5.2 Business School.....	10
1.5.3 For the Future Researchers.....	10
1.5.4 Theoretical Contribution and Business Contribution.....	11
1.6 Organization of the study.....	12
1.6.1 Chapter I: Introduction.....	12
1.6.2 Chapter II: Literature Review.....	12
1.6.3 Chapter III: Research Methodology.....	12
1.6.4 Chapter IV: Results and Discussions.....	13
1.6.5 Chapter V: Conclusions and Suggestions.....	13
CHAPTER II.....	14
LITERATURE REVIEW.....	14
2.1 International Business.....	14
2.2 Research Variables Used in the Study.....	15
2.2.1 Country of Origin.....	15
2.2.2 Brand Image.....	17
2.2.3 Perceived Quality.....	17
2.2.4 Purchase Intention.....	18
2.3 Theoretical Framework.....	19
2.4 Hypothesis Development.....	20
2.3.1 Country of Origin and Perceived Quality.....	20
2.3.2 Country of Origin and Purchase Intention.....	21
2.3.3 Brand Image and Perceived Quality.....	21
2.3.4 Brand Image and Purchase Intention.....	22

2.3.5 Perceived Quality and Purchase Intention	22
2.3.6 Country of Origin, Perceived Quality, and Purchase Intention	23
2.3.7 Brand Image, Perceived Quality, and Purchase Intention	23
2.5 Research Hypothesis	24
CHAPTER III	26
RESEARCH METHODOLOGY	26
3.1 Research Object	26
3.2 Research Paradigm	27
3.3 Purpose of This Study	27
3.4 Types of Research	28
3.5 The Extent of Research Interference	28
3.6 Research Setting	29
3.7 Unit of Analysis	29
3.8 Time Horizon	30
3.9 Variable Measure	30
3.10 Mediation Analysis	32
3.11 Data Collection Ethics	32
3.12 Data Collection Method	33
3.13 Sample Design and Sample Size	34
3.13.1 Sample Design	34
3.13.2 Sample Size	35
3.14 Measurement of Scale	35
3.15 Data Analysis	41
3.15.1 Evaluation of Measurement Model (Outer Model)	41
3.15.1.1 Convergent Validity Test	41
3.15.1.2 Discriminant Validity Test	42
3.15.1.3 Reliability Test	42
3.15.2 Evaluation of the Structural Model (Inner Model)	43
3.15.2.1 R ² Test	43
3.15.2.2 Hypothesis Testing	43
CHAPTER IV	45
RESULT AND DISCUSSION	45
4.1 Profile of the Respondents	45
4.1.1 Gender of the Respondents	46
4.1.2 Age of the Respondents	46
4.1.3 Domicile of the Respondents	46

4.2 Pre-test Study	47
4.2.1 Pre-Test Composite Reliability	47
4.2.2 Pre-Test Convergent Validity	48
4.2.3 Pre-Test Discriminant Validity	51
4.3 Actual Study.....	52
4.3.1 Descriptive Statistics	52
4.3.2 Actual Composite Reliability	56
4.3.3 Actual Convergent Validity.....	57
4.3.4 Actual Discriminant Validity.....	60
4.3.5 Inner (Structural) Model.....	60
4.3.5.1 Coefficient of Determination (R^2)	60
4.3.5.2 Collinearity Test (Inner VIF).....	62
4.3.6 Hypothesis Testing	63
4.4 IPMA	64
4.5 Discussions	65
4.6 Mediation Analysis	70
4.7 Comparison between Previous Research and Present Research	73
CHAPTER V	77
CONCLUSION AND SUGGESTIONS.....	77
5.1 Conclusions.....	77
5.2 Theoretical Implication	78
5.3 Managerial Implication	79
5.4 Research Limitation and Future Research Suggestion.....	81
REFERENCES.....	84

LIST OF FIGURES

Figure 1.1 Number of smartphone users in Indonesia from 2018 to 2028 (in millions)	2
Figure 2.1 Research Model	20
Figure 2.2 Research Model	24
Figure 4.1 Number of smartphone users in Indonesia from 2018 to 2028 (in millions) ...	64



LIST OF TABLES

Table 1.1 Smartphone Market Share in Indonesia.....	5
Table 3.1 Types of Variables in This Research	31
Table 3.2 Five-point Likert scale for items requiring agreement or disagreement	36
Table 3.3 Conceptual and Operational Definition	37
Table 3.4 Cronbach's Alpha Values Range.....	42
Table 3.5 R ² Values Range	43
Table 4.1 Demographic Characteristics of Respondents	45
Table 4.2 Pre-Test Reliability Results.....	48
Table 4.3 Initial Pre-Test Convergent Validity	49
Table 4.4 Initial Pre-Test Discriminant Validity	52
Table 4.5 Descriptive Statistics of Actual Results.....	53
Table 4.6 Actual Reliability Test Results	56
Table 4.7 Actual Convergent Validity Test Results	57
Table 4.8 Discriminant Validity Test Results.....	60
Table 4.9 Actual R Square Value.....	61
Table 4.10 Collinearity Test.....	62
Table 4.11 Hypothesis Testing Results	63
Table 4.12 Mediation Analysis	70
Table 4.13 Comparison Previous and Present Research.....	73

LIST OF APPENDICES

APPENDIX A.....	94
APPENDIX B.....	100
APPENDIX C.....	104

