

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD.....	II
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	IV
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	V
ABSTRACT	VI
ABSTRAK.....	VII
PREFACE.....	VIII
TABLE OF CONTENTS.....	X
LIST OF FIGURES	XIV
LIST OF TABLES	XV
LIST OF APPENDICES	XVI

CHAPTER I INTRODUCTION..... 1

1.1 Background of the 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	12

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 13

2.1 Theory of Planned Behavior.....	13
2.2 Subjective Norms	14
2.2.1 Definition of Subjective Norms.....	14
2.2.2 Concept of Subjective Norms.....	15

2.2.3 Indicators of Subjective Norms	16
2.3 Perceived Behavioral Control.....	17
2.3.1 Definition of Perceived Behavioral Control.....	17
2.3.2 Concept of Perceived Behavioral Control	18
2.3.3 Indicators of Perceived Behavioral Control	18
2.4 Attitude	19
2.4.1 Definition of Attitude	19
2.4.2 Concept of Attitude	20
2.4.3 Indicators of Attitude.....	21
2.5 Purchase Intention	22
2.5.1 Definition of Purchase Intention	22
2.5.2 Factors of Purchase Intention	23
2.5.3 Indicators of Purchase Intention	24
2.6 Previous Research	26
2.7 Hypothesis Development.....	29
2.7.1 The influence of Subjective Norms towards Attitude	29
2.7.2 The influence of Perceived Behavioral Control towards Attitude	30
2.7.3 The influence of Attitude towards Purchase Intention	30
2.7.4 The influence of Subjective Norms towards Purchase Intention	31
2.7.5 The influence of Perceived Behavioral Control towards Purchase	
Intention.....	31
2.7.6 The influence of Subjective Norms towards Purchase Intention	
with Attitude as mediating variable.....	32
2.7.7 The influence of Perceived Behavioral Control towards Purchase	
Intention with Attitude as mediating variable	32
2.8 Research Model	33
2.9 Framework of Thinking.....	34
CHAPTER III RESEARCH METHODOLOGY	35
3.1 Research Design	35
3.2 Population and Sample	36

3.2.1 Population.....	36
3.2.2 Sample	36
3.3 Data Collection Method	38
3.4 Operational Variable Definition and Variable Measurement.....	40
3.4.1 Operational Definition.....	40
3.4.2 Variable Measurement.....	42
3.5 Data Analysis Method	42
3.5.1 Research Instrument Test	43
3.5.2 Descriptive Statistic.....	44
3.5.3 Partial Least Squares Structural Equation Model (PLS-SEM)....	47
3.5.3.1Outer Model Test	47
3.5.3.2Inner Model Test	49
3.5.4 Hypothesis Testing	52
CHAPTER IV RESEARCH RESULT AND DISCUSSION	54
4.1 General View of Zara	54
4.2 Research Result	55
4.2.1 Test of Research Instrument.....	55
4.2.1.1 Validity Test.....	55
4.2.1.2 Reliability Test.....	57
4.2.2 Descriptive Statistic.....	58
4.2.2.1 Respondents Characteristics	58
4.2.2.2 Explanations of Respondents' Answer to Research variables	61
4.2.2.3 Mean, Median, Mode, Variance, and Standard Deviation	73
4.2.3 Result of Data Quality Testing	80
4.2.3.1 Test of Outer Model	80
4.2.3.2 Test of Inner Model	86
4.2.4 Result of Hypothesis Testing.....	87
4.2.4.1 Direct Effect Test	88
4.2.4.2 Indirect Effect Test	90

4.3	Discussion.....	91
4.3.1	The Influence of Subjective Norms towards Attitude	91
4.3.2	The Influence of Perceived Behavioral Control towards Attitude	92
4.3.3	The influence of Attitude towards Purchase Intention	93
4.3.4	The influence of Subjective Norms towards Purchase Intention	95
4.3.5	The influence of Perceived Behavioral Control towards Purchase Intention.....	96
4.3.6	The Influence of Subjective Norms towards Purchase Intention with attitude as mediating variable.....	98
4.3.7	The Influence of Perceived Behavioral Control towards Purchase Intention with attitude as mediating variable	99
CHAPTER V CONCLUSION.....		101
5.1	Conclusion	101
5.2	Recommendation.....	102
REFERENCES.....		105

LIST OF FIGURES

Figure 2. 1 Research Model	33
Figure 2. 2 Framework of Thinking.....	34
Figure 4.1 Measurement Model Analysis.....	81



LIST OF TABLES

Table 3. 1 Operational Definition of Research Variable	41
Table 3. 2 Likert Scale	42
Table 4.1 Validity Test Result of Subjective Norms (X ₁).....	56
Table 4.2 Validity Test Result of Perceived Behavioral Control (X ₂).....	56
Table 4.3 Validity Test Result of Attitude (Z)	57
Table 4.4 Validity Test Result of Purchase Intention (Y).....	57
Table 4.5 Reliability Test Results	58
Table 4.6 Respondents' Characteristics Based on Gender.....	58
Table 4.7 Respondents' Characteristics Based on Age.....	59
Table 4.8 Respondents' Characteristics Based on Occupation	60
Table 4.9 Respondents' Characteristics Based on Income	60
Table 4.10 Responses for Subjective Norms (X ₁)	61
Table 4.11 Responses for Perceived Behavioral Control (X ₂).....	64
Table 4.12 Responses for Attitude (Z)	67
Table 4.13 Responses for Purchase Intention (Y).....	69
Table 4.14 The Measurement Score for Each Interval Classes	73
Table 4.15 The Central Tendencies of Subjective Norms (X ₁)	74
Table 4.16 The Central Tendencies of Perceived Behavioral Control (X ₂).....	75
Table 4.17 The Central Tendencies of Attitude (Z)	77
Table 4.18 The Central Tendencies of Purchase Intention (Y).....	78
Table 4.19 Outer loading and Average Variance Extracted (AVE) Result	81
Table 4.20 Cross-Loading Test Results	82
Table 4.21 Heterotrait-Monotrait Ratio Test Results.....	84
Table 4.22 Fornell-Larcker Test Results.....	84
Table 4.23 Construct Reliability Results	85
Table 4.24 R-square Results	86
Table 4.25 F-square Results	86
Table 4.26 Hypothesis Direct Effect Test Results	88
Table 4.27 Hypothesis Indirect Effect Test Results	90

LIST OF APPENDICES

A.	APPENDIX A : ZARA MEDAN CUSTOMER REVIEW	A-1
B.	APPENDIX B : QUESTIONNAIRE	B-1
C.	APPENDIX C : PRE-TEST DATA	C-1
D.	APPENDIX D : SPSS OUTPUT.....	D-1
E.	APPENDIX E : MAIN-TEST DATA	E-1
F.	APPENDIX F : SMARTPLS OUTPUTS	F-1
G.	APPENDIX G : DESCRIPTIVE STATISTICS.....	G-1
H.	APPENDIX H : TURNITIN TEST RESULT	H-1

