

DAFTAR ISI

| | |
|--|------|
| ABSTRAK | i |
| ABSTRACT | ii |
| KATA PENGANTAR | iii |
| DAFTAR ISI | v |
| DAFTAR TABEL | viii |
| DAFTAR GAMBAR | ix |
| DAFTAR LAMPIRAN | x |
| BAB I | 1 |
| PENDAHULUAN | 1 |
| 1.1 Latar Belakang Penelitian | 1 |
| 1.2 Masalah Penelitian | 11 |
| 1.3 Tujuan Penelitian | 12 |
| 1.4 Manfaat Penelitian | 13 |
| 1.4.1 Manfaat Teoritis | 14 |
| 1.4.2 Manfaat Praktis | 14 |
| 1.5 Batasan Penelitian | 14 |
| 1.6 Sistematika Penelitian | 15 |
| BAB II | 16 |
| TINJAUAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS | 16 |
| 2.1 Tinjauan Pustaka | 16 |
| 2.1.1 <i>Consumption</i> | 16 |
| 2.1.2 <i>Purchase Intention</i> | 17 |
| 2.1.3 <i>Brand Image</i> | 18 |
| 2.1.4 <i>Store Image</i> | 19 |
| 2.1.5 <i>Processing Technology</i> | 20 |
| 2.1.6 <i>Packaging</i> | 22 |
| 2.1.7 <i>Country of Origin</i> | 23 |
| 2.1.8 <i>Product Information</i> | 24 |
| 2.1.9 <i>Advertising</i> | 25 |
| 2.2 Pemetaan Penelitian | 27 |
| 2.3 Pengembangan Hipotesis | 32 |
| 2.3.1 Pengaruh <i>Brand Image</i> terhadap <i>Purchase Intention</i> | 32 |
| 2.3.2 Pengaruh <i>Store Image</i> terhadap <i>Purchase Intention</i> | 32 |
| 2.3.3 Pengaruh <i>Processing Technology</i> terhadap <i>Purchase Intention</i> .. | 33 |
| 2.3.4 Pengaruh <i>Packaging</i> terhadap <i>Purchase Intention</i> | 33 |
| 2.3.5 Pengaruh <i>Country of Origin</i> terhadap <i>Purchase Intention</i> | 34 |
| 2.3.6 Pengaruh <i>Product Information</i> terhadap <i>Purchase Intention</i> | 34 |
| 2.3.7 Pengaruh <i>Advertising</i> terhadap <i>Purchase Intention</i> | 35 |
| 2.3.8 Pengaruh <i>Purchase Intention</i> terhadap <i>Consumption</i> | 35 |
| 2.4 Model Penelitian | 36 |
| 2.5 Bagan Alur Berpikir | 36 |
| BAB III | 39 |
| METODOLOGI PENELITIAN | 39 |
| 3.1 Desain Penelitian dan Jenis Data | 39 |

| | | |
|--------------------------------------|--|-----|
| 3.1.1 | Desain Penelitian | 39 |
| 3.1.2 | Jenis Data | 39 |
| 3.2 | Populasi dan Sampel | 40 |
| 3.2.1 | Populasi | 40 |
| 3.2.2 | Sampel | 40 |
| 3.3 | Teknik Pengumpulan Data | 41 |
| 3.4 | Definisi Operasional dan Pengukuran Variabel | 42 |
| 3.5 | Metode Analisis Data | 45 |
| 3.5.1 | <i>Outer Model</i> | 45 |
| 3.5.2 | <i>Inner Model</i> | 46 |
| 3.5.2.1 | Uji Kolinearitas | 46 |
| 3.5.2.2 | Uji <i>Coefficient of Determination (R-Square)</i> | 47 |
| 3.5.2.3 | Uji <i>Effect Size (F Square)</i> | 47 |
| 3.5.2.4 | Uji <i>Coefficient of Relevance (Q-square)</i> | 48 |
| 3.5.3 | Uji Hipotesis | 48 |
| BAB IV | | 50 |
| HASIL DAN PEMBAHASAN | | 50 |
| 4.1 | Profil Perusahaan | 50 |
| 4.2 | Profil Responden | 50 |
| 4.3 | Statistik Deskriptif | 52 |
| 4.3.1 | Analisis Deskriptif <i>Brand Image</i> | 53 |
| 4.3.2 | Analisis Deskriptif <i>Store Image</i> | 58 |
| 4.3.3 | Analisis Deskriptif <i>Processing Technology</i> | 62 |
| 4.3.4 | Analisis Deskriptif <i>Packaging</i> | 66 |
| 4.3.5 | Analisis Deskriptif <i>Country of Origin</i> | 70 |
| 4.3.6 | Analisis Deskriptif <i>Product Information</i> | 73 |
| 4.3.7 | Analisis Deskriptif <i>Advertising</i> | 77 |
| 4.3.8 | Analisis Deskriptif <i>Purchase Intention</i> | 81 |
| 4.3.9 | Analisis Deskriptif <i>Consumption</i> | 85 |
| 4.4 | Uji Kualitas Data | 90 |
| 4.4.1 | <i>Outer Model</i> | 90 |
| 4.4.1.1 | <i>Convergent Validity</i> | 90 |
| 4.4.1.2 | <i>Discriminant Validity</i> | 92 |
| 4.4.1.3 | <i>Reliability</i> | 93 |
| 4.4.2 | <i>Inner Model</i> | 94 |
| 4.4.2.1 | Uji Kolinearitas | 94 |
| 4.4.2.2 | <i>Coefficient of Determination (R Square)</i> | 94 |
| 4.4.2.3 | <i>Effect Size (F Square)</i> | 95 |
| 4.4.2.4 | <i>Predictive Relevance (Q Square)</i> | 96 |
| 4.4.3 | <i>Path Coefficient</i> | 97 |
| 4.5 | Pembahasan | 97 |
| 4.6 | Analisis Model Keseluruhan | 102 |
| BAB V | | 106 |
| KONKLUSI, IMPLIKASI, DAN REKOMENDASI | | 106 |
| 5.1 | Kesimpulan | 106 |
| 5.2 | Implikasi | 107 |

| | | |
|------------|--|-----|
| 5.2.1 | Implikasi Teoritis..... | 107 |
| 5.2.2 | Implikasi Manajerial..... | 108 |
| 5.3 | Keterbatasan dan Saran untuk Penelitian Selanjutnya..... | 109 |
| LAMPIRAN A | | A-1 |
| LAMPIRAN B | | B-1 |
| LAMPIRAN C | | C-1 |
| LAMPIRAN D | | D-1 |



DAFTAR TABEL

| | |
|--|----|
| Tabel 2.1 Pemetaan Penelitian | 27 |
| Tabel 3.1 Definisi operasional dan Desain Inti Kuesioner..... | 42 |
| Tabel 4.1 Profil Responden..... | 51 |
| Tabel 4.2 Derajat Penilaian Setiap Variabel..... | 53 |
| Tabel 4.3 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Brand Image</i> | 53 |
| Tabel 4.4 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Store Image</i> | 58 |
| Tabel 4.5 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Processing Technology</i> | 63 |
| Tabel 4.6 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Packaging</i> | 66 |
| Tabel 4.7 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Country of Origin</i> | 70 |
| Tabel 4.8 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Product Information</i> | 74 |
| Tabel 4.9 Distribusi Jawaban Responden terhadap Pernyataan Variabel <i>Advertising</i> | 78 |
| Tabel 4.10 Distribusi Jawaban Responden terhadap Variabel <i>Purchase Intention</i> | 81 |
| Tabel 4.11 Distribusi Jawaban Responden terhadap Variabel <i>Consumption</i> | 86 |
| Tabel 4.12 Uji <i>Convergent Validity</i> | 90 |
| Tabel 4.13 Nilai HT/MT | 93 |
| Tabel 4.14 Uji Reliabilitas..... | 93 |
| Tabel 4.15 Hasil Uji Multikolinearitas..... | 94 |
| Tabel 4.16 Nilai <i>R Square</i> | 94 |
| Tabel 4.17 Nilai <i>F Square</i> | 95 |
| Tabel 4.18 Nilai <i>Q Square</i> | 96 |
| Tabel 4.20 Uji <i>Path Coefficient</i> | 97 |

DAFTAR GAMBAR

| | |
|--|-----|
| Gambar 1.1 Data Pengeluaran Pangan Penduduk Indonesia 2024 | 1 |
| Gambar 1.2 Data Pengeluaran Pangan Terbesar Masyarakat Indonesia 2024 | 2 |
| Gambar 1.3 Nilai Pasar <i>Bubble Tea</i> Negara-Negara Asia Tenggara | 2 |
| Gambar 1.4 Logo Mixue Ice Cream & Tea..... | 3 |
| Gambar 1.5 Daftar Merek F&B dengan Gerai Terbanyak | 3 |
| Gambar 1.6 Konsumen Mixue | 5 |
| Gambar 1.7 Mixue Pakuwon City Mall Surabaya | 7 |
| Gambar 1.8 <i>Processing Technology</i> di <i>outlet</i> Mixue | 7 |
| Gambar 1.9 <i>Packaging</i> Mixue | 8 |
| Gambar 1.10 Perspektif Masyarakat Indonesia terhadap China | 9 |
| Gambar 1.11 Nilai Impor Nonmigas Indonesia dari 10 Negara Mitra Dagang | 9 |
| Gambar 1.12 Sertifikasi Halal Mixue Indonesia..... | 10 |
| Gambar 1.13 <i>Product Information</i> Mixue..... | 10 |
| Gambar 1.14 <i>Advertisement</i> Mixue..... | 11 |
| Gambar 2.1 Model Penelitian | 36 |
| Gambar 4.1 Logo Mixue Ice Cream & Tea..... | 50 |
| Gambar 4.2 Responden Berdasarkan Jenis Kelamin | 51 |
| Gambar 4.3 Responden Berdasarkan Usia..... | 52 |
| Gambar 4.4 Model Keseluruhan | 103 |

DAFTAR LAMPIRAN

| | |
|------------------|-----|
| LAMPIRAN A | A-1 |
| LAMPIRAN B | B-1 |
| LAMPIRAN C | C-1 |
| LAMPIRAN D | D-1 |

