

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	i
DECLARATION OF EXAMINATION COMPLETION	ii
DECLARATION OF ORIGINALITY	iii
MOTTOS	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDIXES	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	5
1.3 Purposes of the Research	6
1.4 Benefits of the Research	6
1.5 Thesis Outline	7
CHAPTER II LITERATURE REVIEW	8
2.1 Theoretical Background	8
2.1.1 Theory of Planned Behavior	8
2.1.2 Anime and Merchandise	11
2.1.3 Fan, Fandom, or Fanaticism	13
2.1.4 Purchase Intention	15
2.1.5 Purchase Decision	17
2.2. Relationship Between Variables	20
2.2.1 The Relationship between Fanaticism towards Purchase Intention	20
2.2.2 The Relationship between Purchase Intention towards Purchase Decision	21
2.2.3 The Relationship between Fanaticism towards Purchase Decision	22
2.2.4 The Relationship between Fanaticism towards Purchase Decision Mediated by Purchase Intention	23
2.3. Previous Researches	24
2.4. Research Framework	25

CHAPTER III METHODOLOGY	27
3.1 Research Variables and Operational Definition of Variables	27
3.1.1 Research Variables	27
3.1.2 Operational Variable Definition.....	28
3.2 Population and Sample.....	30
3.3 Source and Data Types.....	31
3.3.1 Primary Data	31
3.3.2 Secondary Data	31
3.4 Data Collection Method	32
3.5 Data Analysis Method.....	33
3.5.1 Partial Least Square Structural Equation Modeling (PLS-SEM).....	33
3.5.2 Research Instrument Test.....	39
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION	48
4.1 Description of Research Object	48
4.1.1 General Classification of Respondents by Age.....	49
4.1.2 General Classification of Respondents by Gender.....	49
4.1.3 General Classification of Respondents by Occupation.....	50
4.1.4 General Classification of Respondents by Domicile	50
4.1.5 General Classification of Respondents' Average Expenses for Purchasing Anime Merchandise in a month	51
4.2 Partial Least Square Structural Equation Modeling (PLS-SEM) Analysis.	51
4.2.1 Measurement Model (Outer Model)	52
4.2.2 Structural Model (Inner Model).....	56
4.2.3 Hypothesis Test.....	59
4.3 Result Discussion.....	62
4.3.1 The Influence of Fanaticism to Purchase Intention.....	62
4.3.2 The Influence of Purchase Intention to Purchase Decision	62
4.3.3 The Influence of Fanaticism to Purchase Decision.....	63
4.3.4 The Influence of Fanaticism to Purchase Decision Mediated by Purchase Intention.....	63
CHAPTER V CONCLUSION AND RECOMMENDATION.....	65
5.1 Conclusion	65
5.2 Theoretical Implications.....	66
5.3 Managerial Implications.....	66
5.4 Research Limitations.....	67

5.5 Future Studies	68
BIBLIOGRAPHY	69
APPENDIXES	78