

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	i
THESIS COMPLETION APPROVAL	ii
DECLARATION OF ORIGINALITY	iii
MOTTO	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	8
1.3 Research Purposes and Uses	9
1.3.1 Theoretical Benefits	9
1.3.2 Practical Benefits	10
1.4 Writing Structure and Systems	11
CHAPTER II	12
LITERATURE REVIEW	12
2.1 Literature Review	12
2.1.1 Theory of Reasoned Action	12
2.1.2 Brand Experience	14
2.1.3 Brand Trust	17
2.1.4 Customer Satisfaction	20
2.1.4.1 Determinants of Customer Satisfaction	22
2.1.5 Brand Loyalty	23
2.2 Previous Studies	28
2.3 Relationship between variables	29
2.3.1 Brand Experience and Customer Satisfaction	29
2.3.2 Brand Experience and Brand Trust	30

2.3.3 Customer Satisfaction and Brand Loyalty	31
2.3.4 Brand Trust and Brand Loyalty	31
2.3.5 Brand Experience and Brand Loyalty.....	32
2.4 Research Framework	33
CHAPTER III	34
RESEARCH METHODOLOGY	34
3.1 Research Variable and Operational Definition.....	34
3.1.1 Research Variable	34
3.1.1.1 Independent Variable	34
3.1.1.2 Dependent Variable.....	34
3.1.2 Operational Definition	35
3.2 Population and Sample	37
3.2.1 Population	37
3.2.2 Sample	37
3.2.3 Sampling Technique	38
3.3 Data Types.....	38
3.3.1 Primary Data	38
3.3.2 Secondary Data	39
3.4 Data Collection Method	39
3.4.1 Questionnaire	39
3.4.2 Literature Review	41
3.5 Data Analysis Method	41
3.5.1 Partial Least Square Structural Equation Modeling (PLS-SEM)	41
3.5.1.1 Defining research objectives and selecting constructs.....	43
3.5.1.2 Designing a study to produce empirical results	43
3.5.1.3 Specifying the measurement and structural models.....	44
3.5.1.4 Assessing the Measurement Model Validity	45
3.5.1.5 Assessing the structural model.....	46
3.5.1.6 Advanced analyses with PLS-SEM	48
3.5.3 Pilot Testing.....	48
3.5.3.1 Validity Test.....	48
3.5.3.2 Reliability Test.....	49
CHAPTER IV	51
RESEARCH FINDINGS AND DISCUSSION	51

4.1 Description of Research Object.....	51
4.1.1 General Description of the Research Object.....	51
4.1.2 Respondent’s Profile Based on Age	53
4.1.3 Respondent’s Profile Based on Gender	53
4.1.4 Respondent’s Profile Based on Occupation.....	54
4.1.5 Respondent’s Profile Based on Average Spending per Month.....	55
4.2 Partial Least Square Structural Equation Modelling (PLS-SEM) Analysis	57
4.2.1 Measurement Model (Outer Model)	57
4.2.2 Structural Model (Inner Model).....	62
4.2.3 Hypothesis Test.....	68
4.3 Result Discussion	71
4.3.1 The Influence of Brand Experience on Customer Satisfaction.....	71
4.3.2 The Influence of Brand Experience on Brand Trust.....	71
4.3.3 The Influence of Customer Satisfaction on Brand Loyalty	72
4.3.4 The Influence of Brand Trust on Brand Loyalty	72
4.3.5 The Influence of Brand Experience on Brand Loyalty	73
CHAPTER V.....	74
CONCLUSION AND RECOMMENDATION	74
5.1 Conclusion.....	74
5.2 Theoretical Implications	75
5.3 Managerial Implications	76
5.4 Research Limitations	78
5.5 Future Research	79
BIBLIOGRAPHY	80
APPENDICES	87