

TABLE OF CONTENTS

THESIS	i
BACHELOR THESIS APPROVAL	ii
THESIS COMPLETION APPROVAL	iii
DECLARATION OF ORIGINALITY.....	iv
MOTTO AND DEDICATION.....	v
ABSTRACT.....	vii
ABSTRAK.....	vii
ACKNOWLEDGEMENT.....	viii
TABLE OF CONTENTS.....	x
LIST OF TABLES	xv
LIST OF FIGURES	xvii
LIST OF ATTACHMENTS.....	xviii
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement	13
1.3 Research Question.....	13
1.4 Research Objectives	13
1.5 Research Contribution.....	14

1.5.1 Theoretical and Academic Contributions.....	14
1.5.2 Practical Contributions	15
1.6 Writing System.....	15
CHAPTER II LITERATURE REVIEW.....	17
2.1 Theoretical Background	17
2.1.1 Theory of Reasoned Action.....	17
2.1.2 Repurchase Intention.....	18
2.1.3 Perceived Value.....	19
2.1.4 Service Quality	21
2.1.5 Brand Trust.....	22
2.1.6 Customer Satisfaction	24
2.2 Relationship between Variables	25
2.2.1 Perceived Value toward Brand Trust	25
2.2.2 Perceived Value toward Customer Satisfaction	26
2.2.3 Service Quality toward Brand Trust.....	28
2.2.4 Service Quality toward Customer Satisfaction	29
2.2.5 Brand Trust toward Repurchase Intention	30
2.2.6 Customer Satisfaction toward Repurchase Intention	31
2.3 Prior Research	32
2.4 Research Framework.....	37

CHAPTER III RESEARCH METHODOLOGY	38
3.1 Research Variables and Operational Definition of Variables	38
3.1.1 Research Variables	38
3.1.2 Variable Operational Definitions	39
3.2 Population and Sample.....	41
3.2.1 Population.....	41
3.2.2 Sample	41
3.3 Source and Data Types.....	42
3.4 Data Collection Methods.....	42
3.5 Data Analysis Methods	43
3.5.1 Research Instrument Test	43
3.5.2 SEM Assumption Test	44
3.5.3 Evaluasi Kriteria Goodness of Fit	46
3.6 Pengujian Hipotesis.....	48
CHAPTER IV DATA ANALYSIS AND DISCUSSION	49
4.1 General Desctiption of The Company	49
4.1.1 Profile	49
4.1.2 IKEA Concept.....	50
4.1.3 Uniqueness of the IKEA Company	51
4.2 Object Description.....	53

4.2.1 Gender of Respondents	53
4.2.2 Age of Respondents	54
4.2.3 Respondent's Last Education.....	55
4.2.4 Respondent's Occupation	56
4.2.5 Monthly Income.....	57
4.3 Research Instrument Test	58
4.4.1 Validity.....	59
4.4.2 Reliability	60
4.5 SEM Assumption Test	62
4.5.1 Normality Test.....	62
4.5.2 Outlier Test.....	63
4.5.3 Multicollinearity and Singularity	65
4.5.4. Residual Value Evaluation	65
4.6 Full Model	66
4.7 Discussion	89
4.7.1 Hypothesis test	89
4.7.1.1 Hypothesis Test 1	90
4.7.1.2 Hypothesis Test 2	90
4.8.1.3 Hypothesis Test 3	91
4.7.1.4 Hypothesis Test 4	91

4.7.1.4 Hypothesis Test 5	92
4.7.1.4 Hypothesis Test 6	92
4.7.2 Direct, Indirect, and Total Influence	93
4.7.2.1 Direct Influence.....	93
4.7.2.2 Indirect Influence	94
4.7.2.3 Total Impact	95
CHAPTER V CONCLUSIONS.....	97
5.1 Conclusions	97
5.1.1 Conclusion of Research Problems.....	97
5.1.2 Conclusion Research Hypothesis	98
5.2 Theoretical Implication	98
5.3 Managerial Implication	102
5.4 Research Limitations.....	104
5.5 Suggestions for Future Research	105
REFERENCES.....	107
APPENDIX.....	120