

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
APPROVAL OF EXAMINATION PASSAGE.....	iii
ABSTRACT	v
ABSTRAK	vi
MOTTOS	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS.....	xi
LIST OF TABLES	xvi
LIST OF FIGURES	xviii
LIST OF ATTACHMENTS.....	xix
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Question.....	15
1.3 Research Objectives	17
1.4 Research Contribution.....	18
1.4.1 Theoretical Contributions	18
1.4.2 Practical Contributions.....	18
1.5 Writing System.....	18

CHAPTER II LITERATURE REVIEW	20
2.1 Theoretical Background.....	20
2.1.1 Theory of Reasoned Action (TRA).....	20
2.1.2 Sensory Experience.....	22
2.1.3 Affective Experience.....	23
2.1.4 Behavioral Experience	23
2.1.5 Brand Credibility.....	24
2.1.6 Brand Attitude.....	26
2.2 Relationship between Variables.....	27
2.2.1 Sensory Experience toward Brand Attitude.....	27
2.2.2 Affective Experience toward Brand Attitude.....	27
2.2.3 Behavioral Experience toward Brand Attitude	28
2.2.4 Sensory Experience toward Brand Credibility.....	29
2.2.5 Affective Experience toward Brand Credibility	29
2.2.6 Behavioral Experience toward Brand Credibility.....	30
2.2.7 Brand Credibility toward Brand Attitude.....	31
2.4 Research Framework.....	37
CHAPTER III RESEARCH METHODOLOGY	39
3.1 Research Variables and Operational Definition of Variables.....	39
3.1.1 Research Variables.....	39

3.1.1.1 Independent Variable	39
3.1.1.2 Dependent Variable.....	39
3.1.1.3 Intervening Variable.....	40
3.1.2 Variable Operational Definitions	40
3.2 Population and Sample.....	43
3.2.1 Population	43
3.2.2 Sample.....	43
3.3 Source and Data Types.....	44
3.4 Data Collection Methods.....	44
3.5 Data Analysis Method.....	45
3.5.1 Research Instrument Test.....	45
3.5.2 SEM Assumption Test	46
3.5.3 Evaluation of Goofness of Fit Criteria	48
3.6 Hypothesis Testing.....	50
CHAPTER IV DATA ANALYSIS AND DISCUSSION	51
4.1 Company Overview	51
4.2 Object Description	52
4.2.1 Gender of Respondent.....	53
4.2.2 Domicile of Respondent.....	54
4.2.3 Number of Purchases of Starbucks Products in the Last 1 Month.....	55

4.2.4 Monthly Expenditure of Respondent	56
4.2.5 Occupation of Respondent	56
4.3 Research Instrument Test	57
4.3.1 Validity Test	58
4.3.2 Reliability Test	60
4.4 Structural Equation Model (SEM) Assumption Test	63
4.4.1 Normality Test	63
4.4.2 Outlier Test	65
4.4.3 Residual Value Test	68
4.5 Confirmatory Factor Analysis (CFA)	68
4.5.1 CFA Exogen	69
4.5.2 CFA Exogen Modification	73
4.5.3 CFA Endogen	77
4.5.4 CFA Endogen Modification	81
4.6 Full Model	85
4.7 Discussion	87
4.7.1 Hypothesis Testing Result	87
4.7.2 Direct, Indirect, and Total Effect	92
CHAPTER V CONCLUSIONS	96
5.1 Conclusions	96

5.2 Theoretical Implication.....	97
5.3 Managerial Implication	103
5.4 Research Limitations.....	104
5.5 Suggestion for Future Research	104
REFERENCES.....	105
ATTACHMENT.....	111