TABLE OF CONTENTS

THESIS ..... **i**

BACHELOR THESIS APPROVAL ..... **ii**

APPROVAL OF EXAMINATION PASSAGE ..... **iii**

DECLARATION OF ORIGINALITY ..... **iv**

ABSTRACT ..... **v**

MOTTOS ..... **vi**

ACKNOWLEDGEMENT ..... **vii**

TABLE OF CONTENTS ..... **ix**

LIST OF TABLES ..... **xiv**

LIST OF FIGURES ..... **xvi**

LIST OF ATTACHMENTS ..... **xvii**

CHAPTER I **1**

INTRODUCTION **1**

1.1 Research Background 2

1.2 Research Problem 12

1.3 Research Objectives 13

1.6 Research Contribution 13

1.6 Writing System 13

CHAPTER II **15**

LITERATURE REVIEW 15

2.1 Theoritical Background 15

2.1.1 Brand Management Theory 15

2.1.2 Brand Equity 18
2.1.3 Brand Experience 20
2.1.4 Brand Attitude 22
2.1.5 Brand Perceived Quality 24
2.1.6 Brand Satisfaction 26
2.2 Relationship between Variables 27
2.2.1 Brand Experience toward Brand Satisfaction 27
2.2.2 Brand Attitude toward Brand Satisfaction 28
2.2.3 Brand Perceievd Quality toward Brand Satisfaction 30
2.2.4 Brand Experience toward Brand Equity 32
2.2.5 Brand Attitude toward Brand Equity.....34
2.2.6 Brand Perceived Quality toward Brand Equity.....36
2.2.7 Brand Satisfaction toward Brand Equity.....37
2.3 Prior Research 38
2.4 Research Framework.....44
CHAPTER III.....49
RESEARCH METHODOLOGY 49
3.1 Research Variables and Operational Definition of Variables.....49
3.1.1 Research Variables.....49
3.1.2 Variable Operational Definitions.....50
3.2 Population and Sample.....52
3.2.1 Population 52

3.2.2 Sample.....52

3.3 Source and Data Types.....53

3.4 Data Collection Methods.....53

3.5 Data Analysis Methods 54

3.5.1 Research Instrument Test 54

3.5.2 SEM Assumption Test.....55

3.5.3 Evaluation of Goofness of Fit Criteria 57

3.6 Hypothesis Testing 59

CHAPTER IV.....64

DATA ANALYSIS AND DISCUSSION.....64

4.1 Company Overview 64

4.2 Demographis Respondent 65

4.2.1 Gender of Responden.....65

4.2.2 Age of Respondent 66

4.2.3 Domicile of Respondent.....67

4.2.4 Last Education of Respondent 67

4.2.5 Occupacy of Respondent.....68

4.2.6 Monthly Income of Respondent.....69

4.2.7 Number of Dior Perfumes Purchased 70

4.3 Research Instrument Test 71

4.3.1 Validity 71

4.3.2 Reliability.....73
4.4 Test Assumptions Structural Equation Model (SEM).....76
4.4.1 Normality Test.....76
4.4.2 Outlier Test.....78
4.4.3 Multicolinerity and Singularity Test 79
4.4.4 Residual Value Evaluation 80
4.5 Confirmatory Factor Analysis (CFA).....81
4.5.1 Confirmatory Factor Analysis Exogen.....81
4.5.2 CFA Exogen Modification 84
4.5.3 Confirmatory Factor Analysis Endogen.....88
4.6 Full Model.....92
4.6.1 Full Model Modification.....94
4.7 Hypothesis Testing 98
4.8 Direct Effect.....102
4.9 Indirect Effect.....102
4.10 Total Effect.....103
4.11 Discussion 105
4.11.1 Hypothesis.....105
4.11.2 Direct Influence.....109
4.11.3 Indirect Influence 109
4.11.4 Total effect..... 110
4.11.5 Mediation Effects..... 110
CHAPTER V 112

CONCLUSIONS 112

5.1 Conclusions..... .112

5.2 Theoritical Implication..... 113

5.3 Managerial Implication 118

5.4 Research Limitations.....120

5.5 Suggestions for Future Research.....121

BIBILIOGRAPHY.....126

APPENDIX.....144