

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
APPROVAL OF EXAMINATION PASSAGE	iii
DECLARATION OF ORIGINALITY	iv
MOTTO	v
<i>ABSTRACT</i>	vi
ABSTRAK	vii
ACKNOWLEDGEMENTS	viii
TABLE OF CONTENTS	xii
LIST OF TABLES	xv
LIST OF FIGURES	xvi
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	8
1.3 Research Question	10
1.4 Research Objective	10
1.5 Significance of This Study	11
1.6 Research Outline	12
CHAPTER II LITERATURE REVIEW	13
2.1 Theoretical Background	13
2.1.1 Theory of Reasoned Action (TRA)	13
2.1.2 Brand Promotion	15
2.1.3 Brand Image	17
2.1.4 Brand Awareness	18
2.1.5 Brand Trust	19
2.1.6 Purchase Intention	20
2.2 Relationship Between Variables and Hypothesis Formulation	21
2.2.1 Brand Image and Brand Trust	21

2.2.2	Brand Awareness and Brand Trust	22
2.2.3	Brand Trust and Purchase Intention	23
2.2.4	Brand Image and Purchase Intention	25
2.2.5	Brand Awareness and Purchase Intention	26
2.3	Prior Research	28
2.4	Research Framework	29
CHAPTER III RESEARCH METHODOLOGY		31
3.1	Research Variable and Operational Definition.....	31
3.1.1	Research Variable	31
3.1.2	Variable Operational Definitions	33
3.2	Population and Sample	37
3.2.1	Population	37
3.2.2	Sample.....	37
3.3	Score and Data Types	40
3.4	Data Collection Methods	41
3.5	Data Analysis Methods	42
3.5.1	Research Instrument Test.....	43
3.5.2	SEM Assumption Test	45
3.5.3	Hypothesis Testing.....	49
CHAPTER IV DATA ANALYSIS AND DISCUSSION		50
4.1	Object Description.....	50
4.1.1	Respondents' Gender	51
4.1.2	Respondents' Age	51
4.1.3	Respondents' Monthly Income	52
4.1.4	Respondents' Education Level.....	54
4.1.5	Respondents' Experience With Formula One.....	55
4.2	Research Instrument Test	56
4.2.1	Validity Test.....	56
4.2.2	Reliability Test	58
4.3	SEM Assumption Test.....	59
4.3.1	Normality Test	59

4.3.2	Outlier Test	61
4.3.3	Residual Value Test	63
4.4	Confirmatory Factor Analysis (CFA).....	64
4.4.1	Confirmatory Factor Analysis Exogen	65
4.4.2	Confirmatory Factor Analysis Endogen	68
4.5	The Full Research Model’s Result	72
4.6	Discussion	76
4.6.1	Hypothesis Testing 1.....	76
4.6.2	Hypothesis Testing 2.....	77
4.6.3	Hypothesis Testing 3.....	78
4.6.4	Hypothesis Testing 4.....	78
4.6.5	Hypothesis Testing 5.....	79
4.6.6	Direct Effect, Indirect Effect, and Total Effect.....	79
CHAPTER V CONCLUSION.....		85
5.1	Conclusion.....	85
5.2	Theoretical Implication	86
5.3	Managerial Implication	89
5.4	Research Limitation	95
5.5	Suggestions for Further Research.....	95
BIBLIOGRAPHY		97
APPENDIX.....		123