

DAFTAR ISI

PERSETUJUAN SKRIPSI	ii
PENGESAHAN KELULUSAN UJIAN.....	iii
PERNYATAAN ORISINALITAS SKRIPSI.....	iv
MOTTO DAN PERSEMBAHAN	v
<i>ABSTRACT</i>	vi
ABSTRAK	vii
KATA PENGANTAR.....	viii
DAFTAR ISI	xii
DAFTAR GAMBAR	xv
DAFTAR TABEL.....	xvi
DAFTAR LAMPIRAN	xvii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Masalah.....	1
1.2 Rumusan Masalah	13
1.3 Tujuan Penelitian.....	15
1.4 Kegunaan Penelitian.....	16
1.5 Sistematika Penulisan	17
BAB II TELAAH PUSTAKA.....	19
2.1 Landasan Teori	19
2.1.1 <i>Theory of Planned Behavior (TPB)</i>	19
2.1.2 <i>Perceived Quality</i>	23
2.1.3 <i>Brand Image</i>	26
2.1.4 <i>Perceived Value</i>	28
2.1.5 <i>Purchase Intention</i>	30
2.2 Penelitian Terdahulu.....	33
2.3 Hubungan Antar Variabel.....	37
2.3.1 Pengaruh <i>Perceived Quality</i> Terhadap <i>Purchase Intention</i>	37
2.3.2 Pengaruh <i>Brand Image</i> Terhadap <i>Purchase Intention</i>	38
2.3.3 Pengaruh <i>Perceived Quality</i> Terhadap <i>Perceived Value</i>	39
2.3.4 Pengaruh <i>Brand Image</i> Terhadap <i>Perceived Value</i>	41
2.3.5 Pengaruh <i>Perceived Value</i> Terhadap <i>Purchase Intention</i>	42

2.3.6	Pengaruh <i>Perceived Quality</i> Terhadap <i>Purchase Intention</i> Melalui <i>Perceived Value</i>	43
2.3.7	Pengaruh <i>Brand Image</i> Terhadap <i>Purchase Intention</i> Melalui <i>Perceived Value</i>	45
2.4	Kerangka Pemikiran.....	46
2.5	Hipotesis.....	47
BAB III METODE PENELITIAN.....		48
3.1	Variabel Penelitian dan Definisi Operasional Variabel	48
3.1.1	Variabel Penelitian	48
3.1.2	Definisi Operasional Variabel	49
3.2	Populasi dan Sampel	51
3.2.1	Populasi.....	51
3.2.2	Sampel.....	51
3.3	Jenis dan Sumber Data	52
3.3.1	Jenis Data	52
3.3.2	Sumber Data.....	53
3.4	Metode Pengumpulan Data.....	53
3.5	Metode Analisis Data	54
3.5.1	Model Pengukuran (<i>Outer Model</i>).....	55
3.5.2	Model Struktural (<i>Inner Model</i>).....	58
3.5.3	Uji Hipotesis (<i>Bootstrapping</i>).....	60
BAB IV HASIL DAN PEMBAHASAN.....		63
4.1	Deskripsi Objek Penelitian.....	63
4.1.1	Gambaran Umum Objek Penelitian	63
4.1.2	Gambaran Umum Responden Penelitian	64
4.2	Analisis Data	67
4.2.1	Evaluasi <i>Outer Model</i>	68
4.2.2	Evaluasi <i>Inner Model</i>	74
4.2.3	Uji Hipotesis (<i>Bootstrapping</i>)	78
4.3	Interpretasi Hasil	81
4.3.1	Pengaruh <i>Perceived Quality</i> terhadap <i>Purchase Intention</i>	82
4.3.2	Pengaruh <i>Brand Image</i> terhadap <i>Purchase Intention</i>	83
4.3.3	Pengaruh <i>Perceived Quality</i> terhadap <i>Perceived Value</i>	84

4.3.4	Pengaruh <i>Brand Image</i> terhadap <i>Perceived Value</i>	85
4.3.5	Pengaruh <i>Perceived Value</i> terhadap <i>Purchase Intention</i>	86
4.3.6	Pengaruh <i>Perceived Quality</i> terhadap <i>Purchase Intention</i> melalui <i>Perceived Value</i>	87
4.3.7	Pengaruh <i>Brand Image</i> terhadap <i>Purchase Intention</i> melalui <i>Perceived Value</i>	88
BAB V PENUTUP.....		90
5.1	Kesimpulan	90
5.2	Implikasi Teoritis.....	92
5.3	Implikasi Manajerial	93
5.4	Keterbatasan.....	95
5.5	Saran Untuk Penelitian Mendatang.....	96
DAFTAR PUSTAKA.....		97
LAMPIRAN-LAMPIRAN.....		101
	Lampiran 1 Kuesioner Penelitian	101
	Lampiran 2 Tabulasi Data Penelitian.....	104

