

TABLE OF CONTENTS

THESIS APPROVAL	ii
THESIS EXAMINATION APPROVAL.....	iii
ORIGINALITY STATEMENT	iv
MOTTO AND DEDICATION	v
ABSTRACT	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS.....	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDIXES.....	xv
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problems Formulation	9
1.3 Research Objectives	10
1.4 Research Benefits	11
1.5 Writing Systematic	11
CHAPTER II LITERATURE STUDY.....	13
2.1 Theoretical Basis	13
2.1.1 Brand.....	13
2.1.2 Brand Awareness	15
2.1.3 Brand Image	18
2.1.4 Brand Credibility.....	20
2.1.5 Perceived Quality	21
2.1.6 Purchase Intention.....	23
2.2 Previous Research	27
2.3 Research Framework.....	29
2.4 Relationship Between Variables.....	29
2.4.1 Relationship Between Brand Awareness and Purchase Intention..	29
2.4.2 Relationship Between Brand Image and Purchase Intention	30
2.4.3 Relationship Between Brand Credibility and Purchase Intention...	31

CHAPTER III RESEARCH METHOD.....	32
3.1 Research Variable and Operational Definition.....	32
3.1.1 Research Variable	32
3.1.2 Operational Variable Definition.....	33
3.2 Population and Sample	34
3.3 Type of Data and Source of Data	36
3.3.1 Type of Data.....	36
3.3.2 Source of Data.....	36
3.4 Data Collecting Method	36
3.5 Data Analysis Method	37
3.5.1 Research Instrument Test.....	38
3.5.1.1 Validity Test	38
3.5.1.2 Reliability Test	39
3.5.2 Classical Assumption Test	39
3.5.2.1 Normality Test.....	39
3.5.2.2 Heteroscedasticity Test.....	40
3.5.2.3 Multicollinearity Test	41
3.5.3 Multiple Linear Regression.....	41
3.5.4 Hypothesis Testing (Goodness of Fit Test).....	42
3.5.4.1 Coefficient of Determination (R^2)	42
3.5.4.2 Feasibility Test (F Test).....	42
3.5.4.3 Casualty Test (t Test)	43
3.5.5 Pre-Test Result.....	43
3.5.5.1 Validity Test	44
3.5.5.2 Reliability Test	48
CHAPTER IV RESULTS AND ANALYSIS.....	49
4.1.1 General Description of OPPO brand.....	49
4.2 Respondent's Profile	49
4.2.1 Respondent's Gender	50
4.2.2 Respondent's Age	51
4.2.3 Respondent's Domicile	52
4.2.4 Respondent's Profession	53
4.2.5 Respondent's Monthly Expenditures	54

4.3 Data Analysis.....	55
4.3.1 Data Quality Test Results.....	55
4.3.1.1 Validity Test	56
4.3.1.2 Reliability Test	61
4.3.2 Classic Assumption Test Result.....	61
4.3.2.1 Normality Test.....	61
4.3.2.2 Multicollinearity Test	63
4.3.2.3 Heteroscedasticity Test.....	64
4.4. Hypothesis Test Result.....	67
4.4.1 Multiple Linear Regression Test.....	67
4.4.2 Coefficient of Determination Test (R-Squared/ R ² Test).....	68
4.4.3 Partial Significance Test (t Test).....	69
4.4.4 Simultaneous Significance Test (F Test)	71
4.5 Discussion	72
4.5.1 The Effect of Brand Awareness (X ₁) on Purchase Intention (Y)....	72
4.5.2 The Effect of Brand Image (X ₂) on Purchase Intention (Y)	73
4.5.3 The Effect of Brand Credibility (X ₃) on Purchase Intention (Y)	73
CHAPTER V CLOSING	75
5.1 Conclusion.....	75
5.2 Theoretical Implications.....	76
5.3 Managerial Implications.....	78
5.4 Research Limitation	80
5.5 Suggestion for Future Research	80
REFERENCES.....	82
APPENDIX A RESEARCH QUESTIONNAIRE (BAHASA).....	88
APPENDIX B RESPONDENTS DATA	95
APPENDIX C PRE – RESEARCH RESULTS.....	104
APPENDIX D SPSS OUTPUT	108