

DAFTAR ISI

APPROVAL OF UNDERGRADUATE THESIS	ii
APPROVAL OF EXAMINATION	iii
STATEMENT OF ORIGINALITY	iv
MOTTO AND DEDICATION	v
ABSTRACT.....	vi
ABSTRAK.....	vii
PREFACE.....	viii
TABLE OF CONTENTS	x
LIST OF TABLES.....	xiii
LIST OF FIGURE	xiv
CHAPTER I	1
1.1 Background.....	1
1.2 Problem Statement.....	14
1.3 Research Purpose and Benefit	14
1.4 Writing System	15
CHAPTER II LITERATURE REVIEW.....	17
2.1 Self-congruence Theory	17
2.2 Online Purchase Intention	18
2.3 Competitive Prices	21
2.4 Brand Image	26
2.5 Self-Image Congruence.....	28
CHAPTER III RESEARCH METHODS.....	33
3.1 Research Variables and Operational Variable Definition.....	33
3.2 Population and Sample	36
3.3 Types of Data and Data Sources	37
3.4 Measurement Model	45
3.5 Model Interpretation and Modification.....	45
CHAPTER IV RESEARCH RESULTS AND DISCUSSION	46
4.1 Description of Research Object.....	46
4.2 Classification of Respondents Based on Identity Profile	48

4.3 SEM Analysis.....	68
4.4 Structural Test	76
4.5 Goodness-of-Fit Values.....	79
4.6 Sample Size	79
4.7 Outlier Test.....	79
4.8 Molticolinearity Test	82
4.9 Validity and Reliability Test	86
4.10 Interpretation of Results.....	95
4.11 Comparison of the independent variables.....	96
CHAPTER V CONCLUSION	97
5.1 Research Summary.....	97
5.2 Conclusion on Acceptance of Hypothesis.....	98
5.3 Conclusion of Research Problems.....	99
5.4 Theoretical Implications.....	101
5.5 Managerial Implications.....	103
5.6 Limitations	108
5.7 Suggestions for Future Research.....	108
Bibliography	109
Appendix.....	112