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Effects of Brand Identity-based Promotion on Purchase Decision (Case Study: Butimo Batik, Yogyakarta)
TAUFIEK DIDA PALLEVI, Ir. Andi Sudiarso, S.T., M.T., M.Sc., Ph.D., IPM.
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TABLE OF CONTENTS

PENGESAHAN ..... **ii**
PERNYATAAN BEBAS PLAGIASI ..... **iv**
NASKAH SOAL TUGAS AKHIR ..... **v**
HALAMAN PERSEMBAHAN ..... **vi**
PREFACE ..... **vii**
TABLE OF CONTENTS ..... **ix**
LIST OF FIGURES ..... **xii**
LIST OF TABLES ..... **xiii**
ABSTRACT **2**
INTISARI **3**
CHAPTER I INTRODUCTION **4**
1.1. Background 4
1.2. Problem Definition 6
1.3. Assumptions and Limitations 6
1.4. Research Objectives 7
1.5. Research Benefits 7
CHAPTER II LITERATURE REVIEW **8**
CHAPTER III THEORETICAL BACKGROUND **13**
3.1. Batik 13
3.2. Branding 14
3.3. Purchase Decision 14
3.4. Brand Identity 15
3.5. Instagram Marketing 16
3.6. Normality Test 16
3.7. Validity and Reliability Test of Research Instrument 17
3.7.1. Validity Testing of Research Instrument 17
3.7.2. Reliability Testing of Research Instrument 17
3.8. Partial Least Square – Structural Equation Modelling (PLS-SEM) 18
3.8.1. Variables in PLS-SEM 19

UNIVERSITAS
GADJAH MADA
Effects of Brand Identity-based Promotion on Purchase Decision (Case Study: Butimo Batik, Yogyakarta)
TAUFIEK DIDA PALLEVI, Ir. Andi Sudiarso, S.T., M.T., M.Sc., Ph.D., IPM.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

3.8.2. Evaluation of PLS-SEM Model (Outer Model) with Reflective Indicators 21
3.8.3. Evaluation of PLS-SEM Model (Outer Model) with Formative Indicators 21
3.8.4. Evaluation of PLS-SEM Model (Inner Model) 22
CHAPTER IV RESEACH METHOD 23
4.1. Research Subjects and Objects 23
4.2. Data Types 24
4.3. Research Tools 25
4.4. Research Stages 26
4.5. Research Design 31
4.5.1. Variables in the Research 31
4.5.2. Conceptual Model and Research Hypotheses 36
CHAPTER V RESULTS AND DISCUSSIONS 40
5.1. Pilot Study 40
5.1.1. First Stage of Pilot Study 40
5.1.2. Second Stage of Pilot Study 43
5.1.3. Validity Testing of Research Instrument 44
5.1.4. Reliability Testing of Research Instrument 44
5.2. First Stage of Experiment 45
5.3. Second Stage of Experiment 46
5.4. Descriptive Statistics of the Respondents 48
5.5. PLS-SEM Model of the First Stage 50
5.5.1. Evaluation of First Stage Outer Model 51
5.5.2. Evaluation of First Stage Inner Model 54
5.5.3. Hypothesis Tests of the Inner Model 55
5.6. PLS-SEM Model of the Second Stage 56
5.6.1. Evaluation of Second Stage Outer Model 57
5.6.2. Evaluation of Second Stage Inner Model 59
5.6.3. Hypothesis Tests of the Inner Model 60
5.7. Discussions 62

UNIVERSITAS
GADJAH MADA
Effects of Brand Identity-based Promotion on Purchase Decision (Case Study: Butimo Batik, Yogyakarta)
TAUFIEK DIDA PALLEVI, Ir. Andi Sudiarso, S.T., M.T., M.Sc., Ph.D., IPM.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

5.7.1. Pilot Study and Research Measurement Tools Development 64
5.7.2. Effect on Purchase Decision through Product Price 64
5.7.3. Effect on Purchase Decision through Perceived Product and Service Quality 65
5.7.4. Effect on Purchase Decision through Product Design 65
5.7.5. Effect on Purchase Decision through Product Reference 66
5.7.6. Social Media Performance Analysis 67
CHAPTER VI CONCLUSIONS AND RECOMMENDATIONS 74
6.1. Conclusions 74
6.2. Recommendations 75
REFERENCES 76
APPENDICES 80