

Table of Contents

PERNYATAAN BEBAS PLAGIASI.....	i
Acknowledgement.....	ii
Table of Contents.....	iv
Abstract.....	vii
CHAPTER 1.....	1
1.1 Background.....	1
1.3 Research Questions.....	7
1.4 Research Objectives.....	8
1.5 Research Motivation.....	8
1.6 Research Contributions.....	9
1.6.1 Practical Contribution.....	9
1.6.2 Theoretical Contribution.....	9
1.6.3 Policy Contribution.....	10
1.7 Coverage and Limitations.....	10
1.8 Writing Systematic.....	11
CHAPTER 2.....	13
LITERATURE REVIEW.....	13
2.1 Sugar-Sweetened Beverages.....	13
2.2 Sugar-Sweetened Beverage Excise.....	13
2.2.1 Sugar-sweetened beverages excise in Thailand.....	15
2.2.2 Sugar-sweetened beverages excise in the Philippines.....	16
2.2.3 Sugar-sweetened beverages excise in Mexico.....	17
2.2.4 Sugar-sweetened beverages excise in United States of America.....	17
2.3 University Student.....	18
2.4 Sugar-Sweetened Beverages Consumption.....	18
2.5 Student Pocket Money (Income).....	19
2.6 Past Research.....	19

2.7 Hypothesis Development.....	27
2.7.1 Sugar-Sweetened Beverage Excise Knowledge Impact on Sugar-Sweetened Beverage Future Consumption Intention.....	27
2.7.2 Level of Student’s Pocket Money on the Future Consumption Intention of Sugar-Sweetened Beverages	28
2.8 Research Framework.....	30
CHAPTER 3	31
RESEARCH METHODOLOGY	31
3.1 Research Design.....	31
3.2 Variables and Operational Variables Definition.....	32
3.2.1 Dependent variable: Future Consumption Intention of Sugar-Sweetened Beverages by FEB UGM Student.....	32
3.2.2 Independent variable: Sugar-Sweetened Beverages Excise Knowledge ...	34
3.2.3 Independent variable: Level of students’ pocket money	38
3.3 Population and Sample	40
3.4 Pilot Test.....	42
3.5 Data Collection Technique.....	42
3.6 Data Analysis Technique.....	43
3.6.1 Instrument Quality Test	43
3.6.2 Descriptive Statistics Analysis	44
3.6.3 Classical Assumption Test	44
3.6.4 Hypothesis Testing Technique.....	45
CHAPTER 4	48
RESULTS AND DISCUSSIONS	48
4.1 Data Characteristics.....	48
4.1.1 Research Overview	48
4.1.2 Respondent Characteristics.....	48
4.1.3 Descriptive Statistics.....	50
4.2 Pilot Test.....	52

4.3 Classical Assumption Test.....	55
4.3.1 Normality Test	55
4.3.2 Heteroscedasticity Test.....	56
4.3.3 Non-Multicollinearity Test.....	56
4.4 Hypotheses Test	57
4.4.1 Coefficient of Determination	57
4.4.2 F-test.....	58
4.4.3 T-test.....	59
4.5 Results and Discussion	61
4.5.1 Sugar-Sweetened Beverage Excise Knowledge Impact on Sugar-Sweetened Beverage Future Consumption Intention.....	61
4.5.2 Level of Student Pocket Money Impact on Sugar-Sweetened Beverage Future Consumption Intention.....	63
CHAPTER 5	64
CONCLUSION.....	64
5.1 Conclusion.....	64
5.2 Limitations.....	66
5.3 Suggestions.....	67
REFERENCE.....	68
APPENDIX.....	79