



## TABLE OF CONTENTS

	Page
COVER .....	i
HALAMAN PENGESAHAN.....	ii
PERNYATAAN BEBAS PLAGIASI .....	iii
FOREWORD .....	iv
ACKNOWLEDGEMENT .....	v
TABLE OF CONTENTS .....	vi
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
APPENDIX LIST .....	x
ABSTRACT .....	xi
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1. Research Background .....	1
1.2. Problem Formulation .....	4
1.3. Research Questions .....	7
1.4. Research Objectives .....	7
1.5. Research Scopes .....	8
1.6. Research Contributions .....	8
1.7. Writing Systematics .....	9
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>10</b>
2.1. Theoretical Basis.....	10
2.1.1. Marketing Mix Theory .....	10
2.1.2. Theory Reasoned Action (TRA) .....	11
2.1.3. Purchase Intention .....	13
2.1.4. Product Features .....	14
2.1.5. Brand Image .....	15
2.1.6. Perceived Price .....	16
2.1.7. Social Influence .....	17
2.2. Relevant Previous Research.....	18
2.3. Research Hypothesis .....	20
2.3.1. Influence of Product Features on Purchase Intention.....	20
2.3.2. The Influence of Brand Image on Purchase Intention.....	21
2.3.3. The Influence of Perceived Price on Purchase Intention .	22
2.3.4. The Influence of Social Influence on Purchase Intention	23
2.4. Research Model .....	24
<b>CHAPTER III RESEARCH METHODS.....</b>	<b>25</b>
3.1. Research Design .....	25
3.2. Sampling Design .....	25
3.3. Operational Definition of Research Variables .....	26
3.4. Research Instruments .....	29



3.5. Testing Research Instruments .....	29
3.6. Data Analysis Methods .....	30
<b>CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....</b>	<b>32</b>
4.1. Respondent Profiles .....	33
4.2. Descriptive Statistics Outputs .....	33
4.3. Research Instrument Test Outputs .....	35
4.3.1. Validity Test Outputs .....	35
4.3.2. Reliability Test Outputs .....	36
4.4. Classical Assumption Test Outputs .....	37
4.4.1. Normality Test Result .....	37
4.4.2. Multicollinearity Test Result.....	38
4.5. Analysis Data Outputs .....	39
4.5.1. Model Fit Test Outputs .....	39
1. Coefficient of Determination Test Result .....	39
2. F-Test Result .....	39
4.5.2. Research Hypothesis Test Outputs.....	40
1. H1: Product features positively impact purchase intention.....	41
2. H2: Brand image positively impact purchase intention.....	41
3. H3: The perceived price positively impact purchase intention.....	41
4. H4: Social influence positively impact purchase intention.....	41
4.6. Discussion .....	41
4.6.1. Positive significant impact product features on purchase intention.....	41
4.6.2. Positive significant impact brand image on purchase intention.....	42
4.6.3. Positive significant impact perceived price on purchase intention.....	43
4.6.4. Positive significant impact social influence on purchase intention.....	44
<b>BAB V CONCLUSIONS, AND SUGGESTIONS.....</b>	<b>46</b>
5.1. Conclusions.....	46
5.2. Managerial Implications.....	47
5.3. Research Limitations .....	48
5.4. Future Research Suggestions.....	48
<b>REFERENCES.....</b>	<b>50</b>
<b>APPENDIX.....</b>	<b>59</b>