

TABLE OF CONTENTS

Title Page.....	i
Approval Page	ii
Statement of Originality.....	iii
Acknowledgements	iv
Table of Contents.....	vii
List of Figures	x
List of Graphs	x
List of Tables.....	xi
Abstract	xiii
Intisari.....	xiv
 Chapter 1 - Introduction.....	 1
1.1 Background	1
1.2 Research Background	3
1.3 Problem Formulation.....	6
1.4 Research Objectives.....	6
1.5 Research Benefits	7
1.6 Limitation	8
 Chapter 2 - Literature Review	 9
2.1 Theory of Reasoned Actions (TRA)	9
2.1.1 Intention	9
2.1.2 Attitudes.....	10
2.1.3 Beliefs.....	11
2.1.4 The TRA Model	12
2.2 Brand	13
2.2.1 Brand Equity.....	14
2.2.2 Brand Experiences	15
2.3 Trust.....	17
2.4 Frequency and Recency of Past Behavior	21
2.4.1 Frequency of Past Behavior.....	23
2.4.2 Recency of Past Behavior	24
2.5 Technology Acceptance Model	26
2.5.1 Perceived of Usefulness	26
2.5.2 Perceived Ease of Use	27



Chapter 3 - Research Methodologies	29
3.1 Data collection Method	29
3.2 Sampling Method	30
3.3 Items	30
3.4 Validity and Reliability	34
3.5 Data Analysis	35
 Chapter 4 - Data Analysis and Discussions	 41
4.1 Research Description	41
4.2 Respondents Demographic Characteristics	42
4.2.1 Gender of Respondents	42
4.2.2 Age of Respondents	43
4.2.3 Educational Background of Respondents	44
4.2.4 Jobs of Respondents	47
4.2.5 Budget of Respondents to Purchase A Notebook	48
4.2.6 Brands Purchased by Respondents	50
4.3 Validity Test	52
4.3.1 Recency of Past Interaction	53
4.3.2 Frequency of Past Interaction	55
4.3.3 Perceived of Usefulness	56
4.3.4 Perceived Ease of Use	57
4.3.5 Brand Trust	58
4.3.6 Attitude	59
4.3.7 Intention	59
4.4 Factor Analysis	60
4.4.1 Recency of Past Interaction	61
4.4.2 Frequency of Past Interaction	63
4.4.3 Perceived of Usefulness	65
4.4.4 Perceived Ease of Use	68
4.4.5 Brand Trust	70
4.4.6 Attitude	72
4.4.7 Intention	73
4.5 Reliability Test	75
4.5.1 Recency of Past Interaction	75
4.5.2 Frequency of Past Interaction	76
4.5.3 Perceived of Usefulness	77
4.5.4 Perceived Ease of Use	78
4.5.5 Brand Trust	78
4.5.6 Attitude	79
4.5.7 Intention	80

LIST OF FIGURES

Figure 2.1 Model of TRA with Beliefs.....	13
Figure 2.2 Model of TRA with Brand Trust, Excluding Subjective Norms..	20
Figure 2.3 Model of TRA with Brand Trust.....	21
Figure 2.4 Model of TRA with Brand Trust and Frequency of Past Interaction.....	24
Figure 3.1 Path Diagram for Model of TAM with Brand Trust, Frequency of Past Interaction and Recency of Past Interaction	36
Figure 4.1 First Path Analysis	81
Figure 4.2 Second Path Analysis	82
Figure 4.3 Third Path Analysis	83
Figure 4.4 Brand Trust Path Analysis.....	100
Figure 4.5 Frequency of Past Interactions Path Analysis.....	101
Figure 4.6 Recency of Past Interactions Path Analysis	103

LIST OF GRAPHS

Graph 4.1 Gender of Respondents	43
Graph 4.2 Age of Respondents.....	44
Graph 4.3 Educational Backgrounds of Respondents	46
Graph 4.4 Jobs of Respondents.....	47
Graph 4.5 Budget of Respondents.....	49
Graph 4.6 Brands Purchased by Respondents	51

LIST OF TABLES

Table 4.1 Gender of Respondents	43
Table 4.2 Age of Respondents.....	44
Table 4.3 Educational Background of Respondents	46
Table 4.4 Jobs of Respondents.....	48
Table 4.5 Budget of Respondents	49
Table 4.6 Brands Purchased by Respondents	51
Table 4.7 Pre-Test of Recency of Past Interaction Variables.....	53
Table 4.8 Validity Test of Recency of Past Interaction Variables.....	54
Table 4.9 Validity Test of Frequency of Past Interaction Variables.....	55
Table 4.10 Validity Test of Perceived of Usefulness Variables	56
Table 4.11 Validity Test of Perceived Ease of Use Variables	57
Table 4.12 Validity Test of Brand Trust Variables.....	58
Table 4.13 Validity Test of Attitude Variables.....	59
Table 4.14 Validity Test of Intention Variables	60
Table 4.15 KMO and Barlett's Test of Recent Interaction Variables.....	62
Table 4.16 Anti-Image Matrices of Recent Interaction Variables.....	62
Table 4.17 Component Matrix of Recent Interaction Variables	62
Table 4.18 KMO and Barlett's Test of Frequency of Past Interaction Variables.....	64
Table 4.19 Anti-Image Matrices of Frequency of Past Interaction Variables.....	64
Table 4.20 Component Matrix of Frequency of Past Interaction Variables.....	65
Table 4.21 KMO and Barlett's Test of Perceived of Usefulness Variables ..	66
Table 4.22 MSA of Frequency of Perceived of Usefulness (PU) Variables..	67
Table 4.23 Component Matrix of Perceived of Usefulness Variables.....	67
Table 4.24 KMO and Barlett's Test of Perceived Ease of Use Variables	69
Table 4.25 Anti Image Matrices of Perceived Ease of Use Variables.....	69
Table 4.26 Component Matrix of Perceived Ease of Use Variables.....	69
Table 4.27 KMO and Barlett's Test of Brand Trust Variables.....	71
Table 4.28 Anti Image matrices of Brand Trust Variables	71
Table 4.29 Component Matrix of Brand Trust Variables	71
Table 4.30 KMO and Barlett's Test of Attitude Variables.....	72
Table 4.31 Anti Image matrices of Attitude Variables	73
Table 4.32 Component Matrix of Attitude Variables	73
Table 4.33 KMO and Barlett's Test of Intention Variables	74
Table 4.34 Anti Image Matrices of Intention Variables	74
Table 4.35 Component Matrix of Intention Variables	75



Table 4.36 Reliability Test of Recency of Past Interaction	76
Table 4.37 Reliability Test of Frequency of Past Interaction	76
Table 4.38 Reliability Test of Perceived of Usefulness	77
Table 4.39 Reliability of Perceived Ease of Use Variables	78
Table 4.40 Reliability Test of Brand Trust.....	79
Table 4.41 Reliability of Attitude Variables	79
Table 4.42 Reliability of Intention Variables	80
Table 4.43 Coefficients of First Path	84
Table 4.44 Coefficients of Second Path	85
Table 4.45 Coefficients of Third Path.....	86
Table 4.46 Model Summary.....	89
Table 4.47 ANOVA Test	90
Table 4.48 Influence of Brand Trust on Attitude to Purchase.....	91
Table 4.49 Influence of Brand Trust on Intention to Purchase	92
Table 4.50 Influence of Frequency of Past Interaction on Intention to Purchase.....	93
Table 4.51 Influence of Frequency of Past Interaction on Brand Trust	94
Table 4.52 Influence of Recency of Past Interaction on Brand Trust.....	95
Table 4.53 Influence of Recency of Past Interaction on Brand Trust.....	96
Table 4.54 Influence of Perceived Ease of Use on Attitude to Purchase	97
Table 4.55 Influence of Perceived of Usefulness on Attitude to Purchase	98
Table 4.56 Brand Trust Path	99
Table 4.57 Frequency of Past Interactions Path.....	101
Table 4.58 Recency of Past Interactions Path	102