

Table of Contents

Statement of Authenticity	1
Table of Contents	2
Abstract.....	4
Intisari.....	5
Chapter 1: Introduction	6
1.1 Background.....	6
1.2 Scientific and Social Relevance	7
1.3 Problem Statement and Research Question	8
1.4 Research Objective	8
1.5 Research Structure	9
1.6 Research Process and Methodology	9
Chapter 2: Theoretical Framework.....	11
2.1 Consumer Decision Making Model.....	11
2.1.1 High Effort Cognitive Decision Making.....	12
2.1.2 Product Attribute.....	13
2.1.3 Consumer Preference	13
2.2 Indonesian Creative Industry.....	14
2.3 Hypothesis Formulation	15
2.3.1 Formulation of Hypothesis 1.....	15
2.3.2 Formulation of Hypothesis 2.....	16
2.3.3 Formulation of Hypothesis 3.....	16
Chapter 3: Research Methodology	18
3.1 Research Design.....	18
3.1.1 Discrete Choice Experiment.....	18
3.1.2 Random Utility Theory.....	19
3.2 Undertaking Discrete Choice Experiment	20
3.2.1 Conceptualizing the Choice Design	20
3.2.2 Measures	21
3.3 Data Collection	22
Chapter 4: Result Analysis	23

4.1 Survey Results	23
4.2 Utility Analysis	24
4.2.1 Likelihood Ratio Test	24
4.2.2 Marginal Analysis	24
4.2.3 Utility Profiler	25
4.3 Hypothesis Testing	26
4.3.1 Hypothesis 1	26
4.3.2 Hypothesis 2	27
4.3.3 Hypothesis 3	29
4.4 Results Summary	31
Chapter 5: Conclusion	32
5.1 Conclusion	32
5.2 Implication for Managers	33
5.3 Limitations and Future Research Directions	33
References	35
Appendix 1: Questionnaire	38
Appendix 2: Indonesian Creative Industry	42
Appendix 3: Research Methodology - JMP Formulation	43
Appendix 4: Result Analysis	44