

TABLE OF CONTENTS

<i>TITLE PAGE</i>	i
<i>AUTHORIZATION</i>	ii
<i>STATEMENT OF AUTHENTICITY OF WRITTEN THESIS</i>	iii
<i>TABLE OF CONTENT</i>	iii
<i>LIST OF TABLES</i>	x
<i>LIST OF FIGURES</i>	xi
<i>ABSTRAK</i>	xii
<i>ABSTRACT</i>	xiii
Chapter I- Introduction	1
1.1 Background	1
1.2 Problem Statement	11
1.3 Research Question	11
1.4 Research Objective	11
1.5 Research Purpose	11
1.6 Scope	12
1.7 Research Structure	12
Chapter II- Literature Review	14
2.1 Motivation Theory	14
2.1.1 Intrinsic Motivation	14
2.1.2 Extrinsic Motivation	15
2.2 The motivation of purchasing flower	15
2.3 Shopping Motivation	17
2.3.1 Motivation Purchasing Online	17
2.4 Gift Giving Behavior	18
2.4.1 Flower as a Part of Gift Giving	19
2.5 Perception of Buying Flowers	21

2.6 Preferences for Purchasing Flower	22
2.6.1 Flowers Perceived Quality.....	24
2.7 Link between Perception with motivation and Preferences.....	25
2.8 Purchase decision.....	26
2.9 Communication Media.....	27
2.10 Customer Loyalty.....	28
Chapter III- Methodology	29
3.1 Research Design.....	29
3.2 Data Collection Method.....	30
3.2.1 Date and Place	31
3.2.2 Customer's Empathy Map.....	31
3.3 Research Instrument.....	33
3.4 Data Analysis Method.....	34
3.5 Company Profile	34
Chapter IV- Finding and Analysis	39
4.1 Observation to Seed and Stem Competitors	39
4.2 Data Description	42
4.3 Respondent Profile.....	42
4.4 Loyal Customers	44
4.5 Regular Customers.....	45
4.6 New Customers	46
4.7 Perception towards Flower as Gift giving	47
4.8 Perception of Seed and Stem	49
4.9 Customer's Preferences	50
4.10 Owner's Preference.....	52
4.11 Perception of Preferences Gap.....	53
4.12 Motivation.....	54
4.13 Sales Proportion	56
Chapter V- Conclusion	58
5.1 Conclusion	58



5.2 Implication	60
5.2.1 Theoretical Implication	60
5.2.2 Managerial Implication	60
5.3 Limitation.....	63
5.4 Recommendation	63
References	64
Appendix	75
Appendix I.....	75
Appendix II	77
Appendix III	77