

TABLE OF CONTENTS

COVER PAGE.....	i
FOREWORD.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS.....	v
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	2
1.2 Research Problem.....	4
1.3 Research Question.....	5
1.4. Research Purpose.....	6
1.5 Research Scope.....	6
1.6 Research Contribution.....	6
1.7 Systematic Writing.....	7
CHAPTER II LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT.....	9
2.1 Brand.....	9
2.2 Brand Evangelism.....	10
2.3 Brand Satisfaction.....	13
2.4 Consumer-Brand Identification.....	14
2.5 Brand Salience.....	15
2.6 Brand Trust.....	16
2.7 Opinion Leadership.....	16
2.8 Hypothesis Development.....	17
CHAPTER III RESEARCH METHOD.....	23
3.1 Research Strategy.....	23
3.2 Sampling Design.....	24
3.2.1 Sampling Method.....	25
3.2.2 Sample Unit.....	25
3.2.3 Sample Size.....	25
3.3 Data Collection Method.....	25

3.4 Operational Research Variable.....	27
3.4.1 Brand Evangelism.....	27
3.4.2 Brand Satisfaction.....	27
3.4.3 Consumer-Brand Identification.....	28
3.4.4 Brand Salience.....	28
3.4.5 Brand Trust.....	29
3.4.6 Opinion Leadership.....	29
3.5 Instrument Test.....	30
3.5.1 Test of Validity.....	30
3.5.2 Test of Reliability.....	30
3.6 Data Analysis Method.....	31
3.7 Hypothesis Testing.....	31
CHAPTER IV DATA ANALYSIS.....	33
4.1 Respondent Characteristic.....	33
4.1.1 Gender.....	33
4.1.2 Age.....	34
4.1.3 Place of Residence.....	35
4.1.4 Educational Background.....	36
4.1.5 Occupation.....	36
4.1.6 Monthly Expenditure.....	37
4.1.7 MacBook Type.....	38
4.1.8 Duration of Using MacBook.....	39
4.2 The Result of Validity and Reliability Test.....	39
4.3 Descriptive Statistics.....	42
4.4 Hypothesis Testing.....	44
4.4.1 Analysis of Regression.....	44
4.5 Discussion.....	47
4.5.1 Hypothesis 1 (H1).....	47
4.5.2 Hypothesis 2 (H2).....	48
4.5.3 Hypothesis 3 (H3).....	49
4.5.4 Hypothesis 4 (H4).....	50



4.5.5 Hypothesis 5 (H5).....	51
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	54
5.1 Conclusion.....	54
5.2 Research Limitation.....	55
5.3 Suggestion for Future Research.....	56
5.4 Managerial Implication.....	56
REFERENCES.....	58
APPENDICES.....	63

LIST OF TABLES

Table 4.1 Gender.....	33
Table 4.2 Age.....	34
Table 4.3 Place of Residence.....	35
Table 4.4 Educational Background.....	36
Table 4.5 Occupation.....	37
Table 4.6 Monthly Expenditure.....	37
Table 4.7 MacBook Type.....	38
Table 4.8 Duration of Using MacBook.....	39
Table 4.9 KMO and Bartlett's Test.....	39
Table 4.10 Result of Validity Test: Rotated Component Matrix.....	40
Table 4.11 Result of Reliability Test.....	41
Table 4.12 Descriptive Statistics.....	43
Table 4.13 Summary of Multiple Regression Analysis.....	44
Table 4.14 Summary of the Hypothesis Testing Result.....	53

LIST OF FIGURES

Figure 1.1 Market Shares of Personal Computer In Indonesia in 2012.....	2
Figure 2.1 Research Model.....	22
Figure 4.1 Research Model After Hypothesis Testing.....	53

LIST OF APPENDICES

APPENDIX 1. Research Questionnaire.....	63
APPENDIX 2. Validity Test.....	69
APPENDIX 3. Reliability Test.....	71
APPENDIX 4. Respondent Characteristics.....	77
APPENDIX 5. Descriptive Statistics.....	80
APPENDIX 6. Analysis of Regression.....	81