

TABLE OF CONTENTS

STATEMENT OF THESIS EXAMINERS	i
STATEMENT OF THESIS SUPERVISOR.....	ii
STATEMENT OF WORK“S ORIGINALITY	iii
ACKNOWLEDMENT	iv
DEDICATION.....	v
ABSTRACT	x
TABLE OF CONTENTS	xi
LIST OF TABLES.....	xiii
LIST OF FIGURES	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Problem	11
1.3 Research Question	13
1.4 Research Purpose.....	14
1.5 Research Scope.....	14
1.6 Research Contribution	15
1.7 Systematic Writing	16
CHAPTER II LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT	17
2.1 Brand	17
2.2 Brand Evangelism	19
2.3 Brand Satisfaction.....	24
2.4 Consumer Brand Identification	26
2.5 Brand Salience.....	28
2.6 Brand Trust	30
2.7 Opinion Leadership	32
2.8 Prior Studies	33
2.9 Hypothesis Development.....	41
CHAPTER III RESEARCH METHOD	52
3.1 Research Strategy	52
3.2 Sampling Design.....	53
3.2.1 Sampling Method	53
3.2.2 Sample Unit.....	54
3.2.3 Sample Size	55
3.3 Data Collection Method.....	55
3.4 Operational Definition.....	57
3.4.1 Brand Evangelism	57
3.4.2 Brand Satisfaction	58
3.4.3 Consumer Brand Identification	59
3.4.4 Brand Salience	61
3.4.5 Brand Trust.....	62

3.4.6	Opinion Leadership	63
3.5	Instrument Test	65
3.5.1	Test of Validity	65
3.5.2	Test of Reliability.....	65
3.6	Data Analysis Method	66
3.7	Hypothesis Testing	67
CHAPTER IV DATA ANALYSIS		68
4.1	Respondent Characteristics.....	68
4.1.1	Gender	68
4.1.2	Age	69
4.1.3	Place of Residence	70
4.1.4	Educational Background	71
4.1.5	Occupation	72
4.1.6	Monthly Expenditure.....	73
4.1.7	iPhone Type	74
4.1.8	Duration of Using Apple iPhone	75
4.2	The Result of Validity and Reliability Test	76
4.3	Descriptive Statistics	79
4.4	Hypothesis Testing	81
4.4.1	Analysis of Regression.....	81
4.5	Discussions	85
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....		92
5.1	Conclusion.....	92
5.2	Research Limitation.....	94
5.3	Managerial Implication	95
5.4	Suggestion for Future Research.....	96
REFERENCES		97
APPENDICES		114
APPENDIX 1. Research Questionnaire.....		114
APPENDIX 2. Validity Test.....		121
APPENDIX 3. Reliability Test.....		123
APPENDIX 4. Respondent Characteristics		132
APPENDIX 5. Descriptive Statistics.....		137
APPENDIX 6. Correlations.....		138
APPENDIX 7. Analysis of Regression		139

LIST OF TABLES

Table 1.1 Smartphone Ownership, Usage and Penetration Worldwide 2015	5
Table 1.2 Smartphone User in Indonesian 2016	6
Table 1.3 Smartphone User in Indonesia by Brand and Age	7
Table 2.1 Previous Studies	34
Table 3.1 Items of Brand Evangelism	58
Table 3.2 Items of Brand Satisfaction	59
Table 3.3 Items of Consumer Brand Identification	60
Table 3.4 Items of Brand Salience	62
Table 3.5 Items of Brand Trust	63
Table 3.6 Items of Opinion Leadership	64
Table 4.1 Gender	68
Table 4.2 Age	69
Table 4.3 Place of Residence	70
Table 4.4 Educational Background	72
Table 4.5 Occupations	72
Table 4.6 Monthly Expenditure	73
Table 4.7 iPhone Type	74
Table 4.8 Duration of Using Apple iPhone	75
Table 4.9 KMO and Bartlett's Test	76
Table 4.10 Result of Validity Test: Rotated Component Matrix	76
Table 4.11 Result of Reliability Test	78
Table 4.12 Descriptive Statistics	79
Table 4.13 Correlation Analysis between Variables	81
Table 4.14 Summary of Multiple Linear Regression Analysis	82
Table 4.16 Summary of the Hypothesis Testing Result	90

LIST OF FIGURES

Figure 2.1 Research Model	51
Figure 4.1 Research Results	91