

TABLE OF CONTENTS

COVER PAGE.....	i
AUTHORIZATION	ii
STATEMENT OF AUTHENTICITY	iii
FOREWORDS	v
ABSTRACT	xi
CHAPTER I	1
1.1 Research Background.....	1
1.2 Problem Formulation	5
1.3 Research Questions	9
1.4 Aim of The Research	10
1.5 Significance of the Research.....	11
1.6 Systematic Structure of Writing.....	12
CHAPTER II.....	14
2.1 Theory of Reasoned Action	14
2.2 Theory of Planned Behaviour	15
2.2.1 Attitude Toward the Behaviour.....	16
2.2.2 Subjective Norm.....	17
2.2.3 Perceived Behavioral Control	18
2.3 Self-congruity.....	18
2.4 Luxury and luxury consumption	20
2.5 Religiosity and Consumers	21
2.6 Theoretical Framework	23
CHAPTER III.....	29
3.1 Data Collection.....	29
3.2 Population & Sample	30
3.2.1 Population	30
3.2.2 Sampling Method	30
3.3 Data Source	31
3.4 Research Instrument.....	31
3.5 Research Variables.....	33
3.5.1 Operational Definition of Variables.....	33

3.6	Validity and Reliability Test	37
3.6.1	Validity Test of Research Instrument	37
3.6.2	Reliability Test of Research Instrument.....	39
3.6.3	Multicollinearity Test of Research Instrument	41
3.7	Data Analysis	42
3.7.1	Descriptive Analysis	43
3.7.2	Structural Equation Model	43
3.7.3	Research Model Evaluation	44
CHAPTER IV		46
4.1	Respondents Profile Analysis	46
4.2	Descriptive Analysis	48
4.2.1	Descriptive Analysis for Religiosity	49
4.2.2	Descriptive Analysis for Self-Congruity.....	50
4.2.3	Descriptive Analysis for Attitude Toward Purchasing	52
4.2.4	Descriptive Analysis for Subjective Norm	53
4.2.5	Descriptive Analysis for Perceived Behavioural Control	53
4.2.6	Descriptive Analysis for Purchase Intention.....	54
4.3	Outer Model Evaluation.....	55
4.3.1	Reliability Test.....	55
4.3.2	Validity Test.....	56
4.3.2.1	Convergent Validity	56
4.3.2.2	Discriminant Validity.....	57
4.4	Inner Model Evaluation.....	59
4.5	Goodness of Fit Index (GoF)	62
4.6	Hypothesis Testing.....	63
4.7	Discussion of Research Findings	69
4.8	Comprehensive Analysis of The Study.....	72
CHAPTER V.....		81
5.1	Research Conclusion.....	81
5.2	Research Implication.....	82
5.2.1	Theoretical Implication	82
5.2.2	Managerial Implication	83
5.3	Research Limitation	85



5.4 Recommendation for Further Research	86
REFERENCES.....	88
APPENDIX.....	96
Appendix 1.....	96
Appendix 2.....	97
Appendix 3.....	100
Appendix 4.....	104
Appendix 5.....	107
Appendix 6.....	109
Appendix 7.....	110
Appendix 8.....	110

TABLE LIST

Table 3. 1 Operational Definition of Variables.....	33
Table 3. 2 KMO Bartlett Validity Test	37
Table 3. 3 Rotated Component Matrix.....	38
Table 3. 4 Cronbach's Alpha Test Result	40
Table 3. 5 Inner VIF Value	41
Table 3. 6 Outer VIF Value.....	41
Table 4. 1 Respondent Profiling.....	46
Table 4. 2 Scale Interval.....	48
Table 4. 3 Descriptive Analysis of Religiosity	49
Table 4. 4 Descriptive Analysis of Self-Congruity	50
Table 4. 5 Descriptive Analysis of Attitude Toward Purchasing.....	52
Table 4. 6 Descriptive Analysis of Subjective Norm.....	53
Table 4. 7 Descriptive Analysis of Perceived Behavioral Control	53
Table 4. 8 Descriptive Analysis of Purchase Intention	54
Table 4. 9 Reliability Test.....	55
Table 4. 10 Convergent Validity	57
Table 4. 11 Discriminant Validity Result.....	58
Table 4. 12 Fornell-Larcker Criterion Result (Discriminant Validity)	59
Table 4. 13 R-square Result.....	60
Table 4. 14 R-square Interpretation	61
Table 4. 15 f-Square Result.....	61
Table 4. 16 SEM Hypotheses Testing Result.....	63