

DAFTAR ISI

| | |
|------------------------------------------|------|
| LEMBAR PERSETUJUAN TESIS..... | ii |
| SURAT PERNYATAAN UNTUK TESIS..... | iii |
| LEMBAR PENGESAHAN TESIS..... | iv |
| KATA PENGANTAR..... | v |
| ABSTRAK/ <i>ABSTRACT</i> | vii |
| DAFTAR ISI..... | viii |
| DAFTAR GAMBAR..... | x |
| DAFTAR TABEL..... | xi |
| DAFTAR LAMPIRAN..... | xiii |
| BAB I PENDAHULUAN..... | 1 |
| A. Latar Belakang Masalah..... | 1 |
| B. Identifikasi Masalah..... | 7 |
| C. Ruang Lingkup..... | 7 |
| D. Rumusan Masalah..... | 9 |
| E. Tujuan dan Manfaat Penelitian..... | 9 |
| F. Kerangka Penulisan..... | 10 |
| BAB II TELAAH KEPUSTAKAAN..... | 12 |
| A. Landasan Teori..... | 12 |
| B. Kaitaran antar Variabel..... | 16 |
| C. Penelitian Terdahulu..... | 17 |
| D. Kerangka Pemikiran..... | 20 |
| E. Hipotesis Penelitian..... | 21 |

| | | |
|---------|--------------------------------------------------------|----|
| BAB III | METODOLOGI PENELITIAN..... | 22 |
| A. | Jenis dan Periode Penelitian..... | 22 |
| B. | Sumber dan Pengumpulan Data..... | 22 |
| C. | Populasi dan Sampel Penelitian..... | 23 |
| D. | Variabel Penelitian dan Operasionalisasi Variabel..... | 24 |
| E. | Teknik Analisis Data..... | 26 |
| F. | Pengujian Hipotesis Penelitian..... | 29 |
| BAB IV. | ANALISIS DAN PEMBAHASAN..... | 31 |
| A. | Profil Responden..... | 31 |
| B. | Deskripsi Objek Penelitian..... | 34 |
| C. | Hasil Analisis Data..... | 37 |
| D. | Pembahasan..... | 46 |
| BAB V. | KESIMPULAN DAN SARAN..... | 50 |
| A. | Kesimpulan..... | 50 |
| B. | Keterbatasan dan Saran Penelitian..... | 50 |
| C. | Implikasi Manajerial..... | 51 |
| | DAFTAR PUSTAKA..... | 52 |
| | LAMPIRAN..... | 55 |

DAFTAR GAMBAR

| | |
|-------------------------------------------------------------|----|
| Gambar 1.1 Data Pertumbuhan Industri Makanan & Minuman..... | 3 |
| Gambar 2.1 Model Penelitian..... | 21 |
| Gambar 4.1 Hasil Analisis Metode PLS <i>Algorithm</i> | 43 |

DAFTAR TABEL

| | |
|-----------------------------------------------------------------------------------|----|
| Tabel 2.1 <i>Literature Review</i> | 18 |
| Tabel 3.1 Operasionalisasi Variabel <i>Product Quality</i> | 24 |
| Tabel 3.2 Operasionalisasi Variabel <i>Attitude of Customers</i> | 25 |
| Tabel 3.3 Operasionalisasi Variabel <i>Perceived Behavioral Control</i> | 25 |
| Tabel 3.4 Operasionalisasi Variabel <i>Purchase Intention</i> | 26 |
| Tabel 4.1 Profil Responden Berdasarkan Jenis Kelamin..... | 31 |
| Tabel 4.2 Profil Responden Berdasarkan Usia..... | 32 |
| Tabel 4.3 Profil Responden Berdasarkan Pendidikan..... | 32 |
| Tabel 4.4 Profil Responden Berdasarkan Pekerjaan..... | 33 |
| Tabel 4.5 Profil Responden Berdasarkan Penghasilan..... | 33 |
| Tabel 4.6 Profil Responden Berdasarkan Frekuensi Konsumsi Produk..... | 34 |
| Tabel 4.7 Profil Responden Berdasarkan Sumber Informasi Responden..... | 34 |
| Tabel 4.8 Tanggapan Responden Terhadap <i>Product Quality</i> | 35 |
| Tabel 4.9 Tanggapan Responden Terhadap <i>Attitude of Customers</i> | 36 |
| Tabel 4.10 Tanggapan Responden Terhadap <i>Perceived Behavioral Control</i> | 36 |
| Tabel 4.11 Tanggapan Responden Terhadap <i>Purchase Intention</i> | 37 |
| Tabel 4.12 Hasil Analisis <i>Average Variance Extracted (AVE)</i> | 38 |
| Tabel 4.13 Hasil Analisis <i>Loading Factor</i> | 39 |
| Tabel 4.14 Hasil Analisis <i>Cross Loading</i> | 39 |
| Tabel 4.15 Hasil Analisis Fornell-Larcker..... | 40 |

| | |
|------------------------------------------------------------------------------------------|----|
| Tabel 4.16 Hasil Analisis <i>Composite Reliability</i> dan <i>Cronbach's Alpha</i> | 41 |
| Tabel 4.17 Hasil Analisis <i>R Square Test</i> | 41 |
| Tabel 4.18 Hasil Analisis <i>Prediction Relevance Test</i> (Q^2) | 42 |
| Tabel 4.19 Hasil Analisis <i>Goodness of Fit</i> (GoF) | 42 |
| Tabel 4.20 Hasil Analisis <i>Path Coefficient</i> | 44 |
| Tabel 4.21 Hasil Pengujian Hipotesis..... | 44 |

DAFTAR LAMPIRAN

| | |
|------------------------------------------------------------------|----|
| Lampiran 1 Kuesioner..... | 55 |
| Lampiran 2 Profil Responden Hasil <i>Output</i> SmartPLS..... | 59 |
| Lampiran 3 Tanggapan Responden Hasil <i>Output</i> SmartPLS..... | 62 |
| Lampiran 4 Hasil Analisis <i>Output</i> SmartPLS..... | 68 |