

## DAFTAR ISI

|   |      |
|---|------|
| HALAMAN JUDUL   | i    |
| HALAMAN PENGESAHAN  | ii   |
| IDENTITAS TIM PENGUJI   | lii  |
| HALAMAN PERNYATAAN ORISINALITAS   | iv   |
| ABSTRAK   | v    |
| KATA PENGANTAR  | vii  |
| DAFTAR ISI  | viii |
| DAFTAR TABEL  | xi   |
| DAFTAR GAMBAR   | xii  |
| DAFTAR LAMPIRAN   | xiii |
| I PENDAHULUAN   |      |
| 1.1. Latar Belakang   | 1    |
| 1.2. Perumusan Masalah  | 6    |
| 1.3. Tujuan Penelitian  | 6    |
| 1.4. Manfaat Penelitian   | 7    |
| II TINJAUAN PUSTAKA   |      |
| 2.1. Definisi dan Konsep  | 8    |
| 2.1.1. <i>Corporate Associations</i>  | 8    |
| 2.1.2. <i>Symbolical Benefits</i>   | 8    |
| 2.1.3. <i>Emotional Attachment</i>  | 9    |
| 2.1.4. <i>Brand Loyalty</i>   | 9    |
| 2.2. Landasan Teori   | 10   |
| 2.3. Hubungan antar Konsep  | 11   |
| 2.3.1. <i>Corporate Associations, Emotional Attachment, and Brand Loyalty</i> | 11   |
| 2.3.2. <i>Symbolical Benefits, Emotional Attachment, and Brand Loyalty</i>    | 12   |

|     |  |    |
|-----|--|----|
|     | 2.3.3. <i>Emotional Attachment and Brand Loyalty</i>   | 12 |
|     | 2.4. Penelitian Terdahulu  | 12 |
|     | 2.4.1. <i>Corporate Branding, Emotional Attachment, and Brand Loyalty: The Case of Luxury Fashion Branding</i> | 13 |
|     | 2.4.2. <i>Emotional Attachment and Loyalty to Brand</i>  | 14 |
|     | 2.4.3. <i>Brand Loyalty Towards Brand Attachment and Brand Trust: Relational Perspective</i>                   | 15 |
| III | KERANGKA PENELITIAN  |    |
|     | 3.1. Kerangka Penelitian   | 17 |
|     | 3.2. Model Analisa   | 18 |
|     | 3.3. Hipotesis   | 18 |
| IV  | METODE PENELITIAN  |    |
|     | 4.1. Tipe Metode Penelitian  | 19 |
|     | 4.2. Definisi Variabel   | 19 |
|     | 4.3. Deskripsi Data  | 21 |
|     | 4.3.1. Tipe Data   | 21 |
|     | 4.3.2. Sumber Data   | 22 |
|     | 4.3.3. Metode Sampling   | 23 |
|     | 4.4. Metode Analisis   | 24 |
|     | 4.4.1. Justifikasi Data  | 24 |
|     | 4.4.2. Metode Statistikal SEM  | 25 |
| V   | ANALISA DAN HASIL PENELITIAN   |    |
|     | 5.1. Hasil Penelitian  | 33 |
|     | 5.1.1. Profil Responden  | 33 |
|     | 5.1.2. Uji Asumsi SEM  | 37 |
|     | 5.1.3. Analisa Faktor Konfirmatori   | 38 |
|     | 5.1.4. Structural Model Fit  | 42 |
|     | 5.2. Diskusi Hasil Penelitian  | 43 |
|     | 5.2.1. Variabel Penelitian   | 43 |
|     | 5.2.2. Deskripsi Penelitian  | 47 |
|     | 5.2.2. Hasil Penelitian  | 47 |

|                                     |    |
|-------------------------------------|----|
| 5.3. Implikasi Manajerial           | 50 |
| 5.4. Keterbatasan Penelitian        | 52 |
| VI KESIMPULAN DAN SARAN             |    |
| 6.1. Kesimpulan dan Saran           | 53 |
| 6.2. Saran untuk Penelitian Kedepan | 55 |
| DAFTAR PUSTAKA                      | 56 |
| LAMPIRAN                            | 59 |



## Daftar Tabel

|           |   |    |
|-----------|---|----|
| Tabel 4.1 | Variabel Endogen dan Eksogen                                | 21 |
| Tabel 4.2 | Tipe Data dari Tingkat Pengukurannya                        | 21 |
| Tabel 4.3 | Evaluasi Kecocokan Model                                    | 31 |
| Tabel 5.1 | P-Value pada Model Penelitian                               | 40 |
| Tabel 5.2 | <i>Standardized Regression Weight</i> dari Model Penelitian | 40 |
| Tabel 5.3 | Ringkasan Model Fit dari Model Penelitian                   | 41 |
| Tabel 5.4 | <i>Variance Extracted</i> dan <i>Construct Reliability</i>  | 41 |
| Tabel 5.5 | <i>Regression Weight</i> dari Model                         | 42 |
| Tabel 5.6 | Hasil Variabel Penelitian                                   | 43 |



## Daftar Gambar

|            |  |    |
|------------|--|----|
| Gambar 2.1 | Hubungan antar Konsep                        | 10 |
| Gambar 2.2 | Hubungan antar Konsep                        | 11 |
| Gambar 2.3 | Ringkasan Model Jurnal 1                     | 13 |
| Gambar 2.4 | Ringkasan Model Jurnal 2                     | 14 |
| Gambar 2.5 | Ringkasan Model Jurnal 3                     | 16 |
| Gambar 3.1 | Model Analisa                                | 18 |
| Gambar 5.1 | Distribusi Jenis Kelamin Responden           | 33 |
| Gambar 5.2 | Distribusi Domisili Responden                | 34 |
| Gambar 5.3 | Distribusi Usia Responden                    | 34 |
| Gambar 5.4 | Distribusi Pengeluaran Bulanan Responden     | 35 |
| Gambar 5.5 | Distribusi Pekerjaan Responden               | 36 |
| Gambar 5.6 | Distribusi Pendidikan Responden              | 36 |
| Gambar 5.7 | Model Analisa Faktor Konfirmatori            | 38 |
| Gambar 5.8 | Modifikasi Model Analisa Faktor Konfirmatori | 38 |

## Daftar Lampiran

|            |                               |    |
|------------|-------------------------------|----|
| Lampiran A | Data Responden                | 58 |
| Lampiran B | Detil Grafik Penelitian       | 70 |
| Lampiran C | Detil Analisa Penelitian AMOS | 74 |
| Lampiran D | Sampel Kuesioner              | 77 |

