FINAL PAPER

FACTORS INFLUENCING BRAND IMAGE AND CONSUMER BUYING BEHAVIOR OF PIPE AND BARREL SURABAYA

Submitted as a final requirement to obtain the degree of
Sarjana Ekonomi Strata Satu

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Hereby declare that the Thesis Proposal that I have written, titled “FACTORS INFLUENCING BRAND IMAGE AND CONSUMER BUYING BEHAVIOR OF PIPE AND BARREL SURABAYA” is:

1) Written and completed by myself using lecture materials, field research, textbooks, and journals listed in the references sections of this Final Paper.
2) Not a duplication of published final paper or thesis used for obtaining the Bachelor’s degree from other universities, except for the review of literature with proper reference citation; and
3) Not a translation of a book or journal listed in the references section of this Final Paper.

If I am proven for not being truthful, this Thesis Proposal will be invalid or cancelled.

Surabaya, 17 November 2015

Declared by:

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AGREEMENT OF MENTORING GUIDANCE FOR THESIS PROPOSAL

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Has been checked and recommended for final and comprehensive oral defense in order to obtain the degree of Sarjana Ekonomi at Fakultas Ekonomi, Universitas Pelita Harapan Surabaya.

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER PAGE</td>
<td>i</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>ii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>iii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>iv</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>v</td>
</tr>
<tr>
<td>CHAPTER 1 INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Background of the Study</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Research Problem</td>
<td>6</td>
</tr>
<tr>
<td>1.3 Research Objectives</td>
<td>6</td>
</tr>
<tr>
<td>1.4 Research Contributions</td>
<td>7</td>
</tr>
<tr>
<td>1.5 Research Limitations</td>
<td>7</td>
</tr>
<tr>
<td>1.6 Research Outline</td>
<td>8</td>
</tr>
<tr>
<td>CHAPTER II REVIEW OF RELATED LITERATURE</td>
<td>10</td>
</tr>
<tr>
<td>2.1 Celebrity Endorsement</td>
<td>10</td>
</tr>
<tr>
<td>2.1.1 Credibility</td>
<td>11</td>
</tr>
<tr>
<td>2.1.2 Expertise</td>
<td>12</td>
</tr>
<tr>
<td>2.1.3 Trustworthiness</td>
<td>13</td>
</tr>
<tr>
<td>2.1.4 Attractiveness</td>
<td>14</td>
</tr>
<tr>
<td>2.1.5 Similarity</td>
<td>15</td>
</tr>
<tr>
<td>2.1.6 Likability</td>
<td>15</td>
</tr>
<tr>
<td>2.1.7 Familiarity</td>
<td>16</td>
</tr>
<tr>
<td>2.2 Marketing Communication</td>
<td>17</td>
</tr>
<tr>
<td>2.3 Consumption Experience</td>
<td>19</td>
</tr>
<tr>
<td>2.4 Brand Image</td>
<td>20</td>
</tr>
<tr>
<td>2.5 Consumer Buying Behavior</td>
<td>22</td>
</tr>
<tr>
<td>2.6 Previous Research</td>
<td>23</td>
</tr>
</tbody>
</table>
2.7 Relation Among Variables.................................................................26
  2.7.1 Celebrity Endorsement and Brand Image...................................26
  2.7.2 Marketing Communication and Brand Image...............................26
  2.7.3 Consumption Experience and Brand Image................................27
  2.7.4 Brand Image and Consumer Buying Behavior..............................27
2.8 Theoretical Framework...................................................................28
2.9 Operational Framework...................................................................29
2.10 Hypothesis of the Study.................................................................29

CHAPTER III RESEARCH METHODOLOGY............................................30
  3.1 Research Design..............................................................................30
  3.2 Research Variables........................................................................30
    3.2.1 Operational Definitions.............................................................30
    3.2.2 Variables to be Tested...............................................................31
    3.2.3 Levels of Measurement and Scaling Techniques.........................31
  3.3 Methods of Data Collection............................................................32
    3.3.1 Source of Data........................................................................32
    3.3.2 Population, Sample, and Sampling Plan....................................32
    3.3.3 Research Instrument.................................................................33
  3.4 Methods of Data Analysis...............................................................34
    3.4.1 Validity......................................................................................35
    3.4.2 Reliability.................................................................................35
    3.4.3 PLS Evaluation Model...............................................................35
    3.4.4 Analysis Steps........................................................................37

CHAPTER IV RESULTS AND DISCUSSION..........................................41
  4.1 Description of Pipe and Barrel.......................................................41
  4.2 Data Analysis..................................................................................42
    4.2.1 Respondents’ Profile Description.............................................43
    4.2.2 Respondents’ Answer Description............................................45
4.3 Partial Least Square Analysis ........................................... 52
  4.3.1 Outer Model Evaluation ........................................... 52
  4.3.2 Inner Model Evaluation ........................................... 56

4.4 Discussion ................................................................. 59
  4.4.1 Analysis of Celebrity Endorsement ............................. 59
  4.4.2 Analysis of Marketing Communication ......................... 60
  4.4.3 Analysis of Consumption Experience ......................... 61
  4.4.4 Analysis of Brand Image ........................................... 61
  4.4.5 Analysis of Consumer Buying Behavior ....................... 62
  4.4.6 Analysis of the influence of Celebrity Endorsement on Brand Image ......................................................... 63
  4.4.7 Analysis of the influence of Marketing Communication on Brand Image ......................................................... 64
  4.4.8 Analysis of the influence of Consumption Experience on Brand Image ......................................................... 65
  4.4.9 Analysis of the influence of Brand Image on Consumer Buying Behavior ......................................................... 67

CHAPTER V SUMMARY, CONCLUSION, AND RECOMMENDATION..... 69
  5.1 Summary ........................................................................ 69
  5.2 Conclusions .................................................................... 73
  5.3 Recommendations ........................................................... 73
    5.3.1 For Pipe and Barrel ................................................ 74
    5.3.2 For Future Research ................................................ 75
## LIST OF TABLES

Table 3.1 Level of Measurement

Table 4.1 Respondents’ Profile Description According to Gender

Table 4.2 Respondents’ Profile Description According to Age

Table 4.3 Respondents’ Profile Description According to Residency

Table 4.4 Respondents’ Profile Description According to Monthly Income

Table 4.5 Respondents’ Average Answer Category

Table 4.6 Description of Respondents’ Answers on Celebrity Endorsement

Table 4.7 Description of Respondents’ Answers on Marketing Communication

Table 4.8 Description of Respondents’ Answers on Consumption Experience

Table 4.9 Description of Respondents’ Answers on Brand Image

Table 4.10 Description of Respondents’ Answers on Consumer Buying Behavior

Table 4.11 Outer Loading Values

Table 4.12 Cross Loading Values

Table 4.13 Discriminant Validity Test Results

Table 4.14 Composite Reliability Value

Table 4.15 R-Square Value

Table 4.16 Results of the Path Coefficient and t-test
LIST OF FIGURES

Figure 1.1 Pipe and Barrel Surabaya Price Range...........................................5
Figure 2.1 Research Framework 1.................................................................28
Figure 2.2 Research Framework 2.................................................................28
Figure 2.3 Research Framework 3.................................................................29
Figure 2.4 Operational Framework.............................................................29
Figure 4.1 PLS Structural Model.................................................................52