

TABLE OF CONTENTS

APPROVAL SHEET	ii
DECLARATION OF ORIGINALITY	iii
PREFACE	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
TABLE OF PICTURES.....	ix
TABLE OF TABLES.....	x
TABLE OF APPENDIX.....	xi
CHAPTER I INTRODUCTION	1
1.1 Research Object Overview.....	1
1.2 Research Background.....	3
1.3 Problem Formulation.....	13
1.4 Research Question.....	14
1.5 Research Objective.....	14
1.6 Research Benefit	14
1.7 The Systematic of Mini-thesis Writing	15
CHAPTER II LITERATURE REVIEW.....	17
2.1 Literature Review	17
2.1.1 Marketing	17
2.1.2 Marketing Mix.....	17
2.1.3 Price.....	20
2.1.4 Electronic Word of Mouth (E-WOM).....	20
2.1.5 Information Quality.....	21
2.1.6 Information Quantity.....	22
2.1.7 Information Credibility	22
2.1.8 Brand Image	23
2.1.9 Repurchase Intention.....	23
2.2 Relationship Between Variable.....	24
2.2.1 Price and Repurchase Intention.....	24
2.2.2 E-WOM and Repurchase Intention.....	24
2.2.3 Brand Image and Repurchase Intention	24
2.3 Previous Research	24

2.4 Theoretical Framework	29
2.5 Research Hypothesis	30
CHAPTER III RESEARCH METHODOLOGY	31
3.1 Research Characteristics	31
3.2 Operationalization of Variable	32
3.2.1 Variable Operational Definition.....	33
3.2.2 Measuring Scale	39
3.3 Stages of Research	40
3.4 Population and Sample.....	42
3.4.1 Population.....	42
3.4.2 Sample.....	43
3.4.3 Sampling Method	44
3.5 Data Collection and Data Sources.....	45
3.5.1 Primary Data	45
3.5.2 Secondary Data	45
3.6 Validity and Reliability Test	45
3.6.1 Validity Test.....	45
3.6.2 Reliability Test	46
3.7 Data Analysis Technique.....	47
3.7.1 Structural Equation Modeling	47
3.7.2 Goodness of Fit Test	50
3.8 Hypothesis Testing	51
CHAPTER IV RESULT AND DISCUSSION	53
4.1 Respondents Characteristics.....	53
4.1.1 Characteristics of Respondents Based on Age.....	53
4.1.2 Characteristics of Respondents Based on Gender.....	54
4.1.3 Characteristics of Respondents Based on Income.....	55
4.1.4 Characteristics of Respondents Based on Education	55
4.2 Research Analysis	56
4.2.1 Descriptive Analysis	56
4.2.2 Assessment of Measurement Model	63
4.2.3 Assessment of Structural Model	69
4.2.4 Goodness-of-Fit Test.....	72
4.3 Discussion of Research Result	72

4.3.1 Discussion for Descriptive Analysis	73
4.3.2 Discussion for factor influencing Repurchase Intention: A Study at PT Lion Mentari Airlines.....	76
CHAPTER V CONCLUSION AND SUGGESTION	78
5.1 Conclusion.....	78
5.2 Suggestions.....	81
5.2.1 Suggestion for Company	81
5.2.2 Suggestion for Future Research	83
REFERENCES.....	84
APPENDIX.....	84