

## DAFTAR ISI

<b>ABSTRAK</b> .....	<b>iii</b>
<b>ABSTRACT</b> .....	<b>iv</b>
<b>LEMBAR PENGESAHAN SKRIPSI</b> .....	Error! Bookmark not defined.
<b>LEMBAR ORISINALITAS</b> .....	<b>v</b>
<b>KATA PENGANTAR</b> .....	<b>vii</b>
<b>DAFTAR ISI</b> .....	<b>x</b>
<b>DAFTAR TABEL</b> .....	<b>xiii</b>
<b>DAFTAR GAMBAR</b> .....	<b>xv</b>
<b>BAB I PENDAHULUAN</b> .....	<b>1</b>
<b>A. Latar Belakang Masalah</b> .....	<b>1</b>
<b>B. Perumusan Masalah</b> .....	<b>13</b>
<b>C. Tujuan Penelitian</b> .....	<b>13</b>
<b>BAB II KAJIAN TEORITIK</b> .....	<b>15</b>
<b>A. Deskripsi Konseptual</b> .....	<b>15</b>
1) <i>Purchase Intention</i> .....	<b>15</b>
2) <i>Perceived Price</i> .....	<b>16</b>
3) <i>Perceived Quality</i> .....	<b>17</b>
4) <i>Perceived Value</i> .....	<b>17</b>
5) <i>Brand Image</i> .....	<b>18</b>

<b>B.</b>	<b>Hasil Penelitian yang Relevan .....</b>	<b>20</b>
<b>C.</b>	<b>Kerangka Teoritik .....</b>	<b>25</b>
<b>D.</b>	<b>Perumusan Hipotesis Penelitian .....</b>	<b>28</b>
<b>BAB III METODOLOGI PENELITIAN .....</b>		<b>30</b>
<b>A.</b>	<b>Tempat dan Waktu Penelitian.....</b>	<b>30</b>
1.	Tempat .....	30
2.	Waktu.....	30
<b>B.</b>	<b>Metode Penelitian .....</b>	<b>30</b>
<b>C.</b>	<b>Sampling .....</b>	<b>31</b>
1.	Populasi.....	31
2.	Sampel .....	31
<b>D.</b>	<b>Teknik Pengumpulan Data .....</b>	<b>32</b>
<b>E.</b>	<b>Operasional Variabel.....</b>	<b>33</b>
1.	Variabel Independen .....	33
2.	Variabel Dependen .....	33
<b>Tabel III.1 Operasionalisasi Variabel .....</b>		<b>34</b>
<b>F.</b>	<b>Skala Pengukuran.....</b>	<b>39</b>
<b>Tabel III.2 Skala Likert .....</b>		<b>39</b>
<b>G.</b>	<b>Teknik Analisis Data .....</b>	<b>39</b>
1.	Analisis Deskriptif .....	40
2.	Uji Validitas .....	40
3.	Uji Reliabilitas .....	41

4. Uji Kesesuaian Model.....	42
5. Pengujian Hipotesis .....	46
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....</b>	<b>48</b>
<b>A. Deskripsi Data.....</b>	<b>48</b>
<b>B. Hasil Analisis Data.....</b>	<b>51</b>
1. Analisis Deskriptif .....	51
2. Exploratory Factor Analysis.....	65
a. Variable Perceived Price.....	66
b. Variable Perceived Quality .....	67
c. Variable Perceived Value .....	69
d. Variable Brand Image .....	70
e. Variable Purchase Itention.....	72
3. Uji Reliabilitas.....	73
4. Confirmatory Factor Analysis.....	74
5. Pengujian Hipotesis .....	85
<b>BAB V KESIMPULAN DAN SARAN.....</b>	<b>89</b>
<b>A. Kesimpulan.....</b>	<b>89</b>
<b>B. Saran .....</b>	<b>93</b>
1. Saran Praktis .....	93
2. Saran Teoritis.....	94
<b>DAFTAR PUSTAKA.....</b>	<b>96</b>
<b>LAMPIRAN-LAMPIRAN .....</b>	<b>101</b>

## DAFTAR TABEL

Tabel II.1 Hasil Penelitian yang Relevan .....	27
Tabel III.1 Operasionalisasi Variabel .....	34
Tabel III.2 Skala Likert .....	39
Tabel III.3 Goodness of Fit Indices .....	46
Tabel IV.1 Karakteristik Responden Berdasarkan Jenis Kelamin.....	48
Tabel IV.2 Karakteristik Responden Berdasarkan Usia.....	49
Tabel IV.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir .....	49
Tabel IV.4 Karakteristik Responden Berdasarkan Status Pernikahan .....	50
Tabel IV.5 Karakteristik Responden Berdasarkan Pekerjaan.....	50
Tabel IV.6 Karakteristik Responden Berdasarkan Kota Domisili .....	51
Tabel IV.7 Analisis Deskriptif Variabel <i>Perceived Price</i> .....	52
Tabel IV.8 Analisis Deskriptif Variabel <i>Perceived Quality</i> .....	55
Tabel IV.9 Analisis Deskriptif <i>Perceived Value</i> .....	58
Tabel IV.10 Analisa Deskriptif <i>Brand Image</i> .....	60
Tabel IV.11 Analisis Deskriptif <i>Purchase Intention</i> .....	64
Tabel IV.12 KMO and Barlett's Test Variabel <i>Perceived Price</i> .....	66
Tabel IV.13 <i>Exploratory Factor Analysis</i> Variabel <i>Perceived Price</i> .....	66
Tabel IV.14 KMO and Barlett's Test Variabel <i>Perceived Quality</i> .....	68
Tabel IV.15 <i>Exploratory Factor Analysis</i> Variabel <i>Perceived Quality</i> .....	68
Tabel IV.16 <i>KMO and Barlett's Test</i> Variabel <i>Perceived Value</i> .....	69

Tabel IV.17 <i>Exploratory Factor Analysis</i> Variabel <i>Perceived Value</i> .....	69
Tabel IV.18 KMO and Barlett's Test Variabel Brand Image .....	71
Tabel IV.19 <i>Exploratory Factor Analysis</i> Variabel <i>Brand Image</i> .....	71
Tabel IV.20 KMO and Barlett's Test Variabel Purchase Intention .....	72
Tabel IV.21 <i>Exploratory Factor Analysis</i> Variabel <i>Purchase Intention</i> .....	73
Tabel IV.22 Hasil Uji Reliabilitas .....	74
Tabel IV.23 <i>First Order Construct</i> Variabel <i>Perceived Price</i> .....	75
Tabel IV.24 <i>First Order Construct</i> Variabel <i>Perceived Quality</i> .....	76
Tabel IV.25 <i>First Order Construct</i> Variabel <i>Perceived Value</i> .....	77
Tabel IV.26 <i>First Order Construct</i> Variabel <i>Brand Image</i> .....	78
Tabel IV.28 <i>First Order Construct</i> Variabel <i>Brand Image</i> .....	79
Tabel IV.29 <i>Full Model</i> .....	81
Tabel IV.30 <i>Fit Model</i> .....	83
Tabel IV.31 Perbandingan Hasil <i>Full Model</i> dan <i>Fit Model</i> .....	83
Tabel IV.32 Pernyataan Indikator dalam <i>Fit Model</i> .....	84
Tabel IV.33 Estimasi Parameter <i>Regression Weight Model</i> .....	85
Tabel IV.34 Hasil <i>Fitted Model</i> .....	86

## DAFTAR GAMBAR

Gambar I-1 Grafik Konten Internet Yang Sering Dikunjungi .....	1
Gambar I-2 Grafik Pengguna Kwartal Empat 2016-2019 .....	3
Gambar I-3 Grafik Pendapatan per <i>User</i> .....	5
Gambar I-4 Grafik Pendapatan dan Laba Bersih Spotify .....	6
Gambar I-5 Logo JOOX, Apple Music, Youtube Music .....	6
Gambar II-1 Kerangka Pemikiran .....	27
Gambar IV.1 Model <i>First Order Construct</i> Variabel <i>Perceived Price</i> .....	75
Gambar IV.2 Model <i>First Order Construct</i> Variabel <i>Perceived Quality</i> .....	76
Gambar IV.3 Model <i>First Order Construct</i> Variabel <i>Perceived Value</i> .....	77
Gambar IV.4 Model <i>First Order Construct</i> Variabel <i>Brand Image</i> .....	78
Gambar IV.7 Model <i>First Order Construct</i> Variabel <i>Purchase Intention</i> .....	79
Gambar IV.9 <i>Full Model</i> .....	81
Gambar IV.10 <i>Full Model</i> .....	82