

Table of Contents

COVER PAGE	i
TITLE PAGE	ii
APPROVAL PAGE	iii
DECLARATION OF ORIGINALITY	iv
PREFACE	v
ACADEMIC APPROVAL STATEMENT	vi
ABSTRACT	vii
ABSTRAK	viii
Table of Contents	ix
List of Figures	xii
List of Tables	xiii
CHAPTER I. INTRODUCTION	1
1.1. Object Overview	1
1.2. Background	4
1.3. Problem Statement	8
1.4. Research Questions	8
1.5. Research Objectives	9
1.6. Systematics of Writing.....	9
CHAPTER II. THEORETICAL BACKGROUND	11
2.1. Theoretical Background	11
2.1.1. Literature Review	11
A. Consumer Behavior	11
B. Behavioral Intention	11
C. Consumer Buying Decision.....	12
D. Contingency Framework	15
2.2. Previous Researches.....	22
2.2. Theoretical Framework	26
2.3. Hypotheses	27
2.4. Scope of The Study	28

CHAPTER III. RESEARCH METHODOLOGY	29
3.1. Research Type.....	29
3.2. Operational Variable.....	30
3.3. Research Stage.....	33
3.4. Population and Sampling Technique	34
3.4.1. Population.....	34
3.4.2. Sampling Technique	34
3.4.3. Sample Size	35
3.5. Data Collection Technique.....	35
3.6. Validity and Reliability Test.....	36
3.6.1. Validity Test	36
3.7. Data Analysis Technique.....	39
3.7.1. Structural Equation Modeling.....	39
3.7.2. Outer Model.....	40
3.7.3. Inner Model	41
3.7.4. Stages of PLS-SEM Analysis	41
CHAPTER IV. RESEARCH RESULT AND STUDY	45
4.1. Respondent Characteristics	45
4.1.1. Respondent Characteristics by Age.....	45
4.1.2. Respondent Characteristics by Gender.....	46
4.1.3. Respondent Characteristics by Job.....	47
4.1.4. Respondent Characteristics by Salary	49
4.1.5. Respondent Characteristics by Domicile (or where Go-Food service have used)	50
4.2. Results.....	54
4.2.1. Item Mean.....	54
4.2.2. Measurement Model Test Result (Outer Model).....	55
4.2.3. Structural Model Test Result (Inner Model)	61
4.2.4. Hypotheses Testing.....	63
4.3. Discussion	64
CHAPTER V. CONCLUSION AND SUGGESTION.....	67
5.1. Conclusion	67
5.2. Suggestion.....	67
5.2.1. Suggestion for the company.....	67

5.2.2. Suggestion for future research	68
References.....	64
APPENDIX I	72
APPENDIX II.....	73