

**THE ANALYSIS PURCHASE DECISION FACTOR IN CREATIVE  
TECHNOLOGY IN THE CASE OF PT.HOLOGRAM INDONESIA**

By

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### EXAMPLE OF BACHELOR THESIS TITLE WITH LENGTH OF TWO LINES

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As an emerging Creative technology Industry, Hologram Indonesia is considered to be the future high-tech company that would be used by every clients, especially the millennials who are tech-savvy and would be utilized in a lot of different industries. Even though scholars, experts, and previous researches have predicted that digital payment method would be the future payment system, the utilization have not been much including the advertisement and business , even for company who are the ones that improving the performance. To close the gap, this research extended the Technology Acceptance Model by adding a bit of Consumer Behavior theory that are packed in one variable. The study results suggested that norms, lifestyle, and influence from others that are packed as the new one variable has the most impact on the intention of Business clients. Theoretical implications and further recommendation are based on the findings of this research.

*Keywords: Creative Technology, Creative industry High -Tech.Purchase Decision.*



## **DEDICATION**

I dedicate this work for Allah S.W.T my beloved parents who always give their  
endless support on my decisions in any conditions for whatever reasons.



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## TABLE OF CONTENT

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
Chapter 1 - Introduction.....	12
1.1 Background.....	12
1.2 Research Problems.....	17
1.3 Research Questions.....	18
1.4. Research Objective.....	18
1.5. Scope and Limitations.....	19
Chapter 2 - Literature Review.....	20
2.1 Conceptual Framework.....	20
2.2 Variables.....	21
2.2.1 Innovative Technology.....	21
2.2.2. Service management.....	22
2.2.3 Purchasing Decision.....	23
2.2.4 Product Feature.....	24
2.2.5 Pricing Strategy.....	25
2.2.6 Brand Image.....	26
2.3 Previous Study.....	28
2.4 Study Differences.....	30
2.5 Research Methodology.....	31
2.6 Hypothesis.....	31
Chapter 3 - Research Method.....	32
3.1 Type of study.....	32
3.2 Unit Analysis.....	32
3.3 Population and sampling.....	33
3.3.1 Population and Sample Target.....	33
3.3.2 Sampling Method.....	33
3.3.3 Sample Size.....	33
3.4 Location and time frame study.....	33



3.5 Data Source and collection.....	34
3.5.1 Type of Data .....	34
3.5.2 Data collection Sampling .....	35
3.5.2.1 Data Collection Method .....	35
Table 3.5.2 Screening Questions .....	36
3.5.3 Questionnaire Structure.....	36
3.5.4 Respondent Profile .....	37
3.6 Research Model .....	38
3.7 Variable Oprationalization .....	39
Table 3.1 – Variable Operationalization .....	41
3.8. Data Processing Procedures .....	41
3.8.1 Cv .....	41
3.8.2 Data Screening .....	41
3.8.3 Validity Test.....	41
3.8.4 Reliability Test.....	42
Table 4 1 Cronbach's Alpha .....	43
3.8.5 Pre – Test .....	43
3.8.6 Post Test.....	43
3.9. Data Analysis Techniques .....	43
3.9.1.1 Goodness of Fit Criteria (GFI).....	44
Table 4 2 Goodness of Fit Criteria .....	44
3.9.1.2 Root Mean Squared Error of Approximation (RMSE).....	44
3.9.1.3 Comparative Fit Index (CFI) .....	44
CHAPTER 4 - Result & Discuss .....	45
4.1 Industry overview .....	45
4.2 Respondent Profile .....	47
4.2.3 Rental Duration .....	48
4.3 Descriptive Statistic Analysis.....	48
4.3.1 Pre-testing.....	49
4.3.1.1 Validity (pre-test) .....	50
4.3.1.2 Reliability (Pre-test) .....	55
4.3.2.1 Validity (Post-Test) using Bivariate.....	57
4.3.2.2 Reliability (Post-test).....	61
4.3.2.3 Normality Test - Histogram and P Plot.....	63



4.3.2.5 Durbin Watson Score for All Variables .....	68
Technology Innovation .....	68
Service Management .....	68
Brand Image .....	69
Pricing Strategy .....	69
Product Feature .....	69
4.3. Multiple Regresion Analysis .....	70
4.3.1 Model Summary all Variable .....	71
4.3.2 Model Coeficient .....	72
4.4.1 Hypothesis Result .....	73
<b>4.4. Path Diagram Output .....</b>	<b>75</b>
Chapter 5 – Conclusion and Rekomendation .....	77
5.1 Conclusion .....	77
5.1.1 Descriptive Analysis Conclusion .....	78
5.2 Managerial Implications .....	78
5.3 Rekomendation for further study .....	79
Glossary .....	80
References .....	82
APPENDICES .....	88
Appendix 1 - Questionnaire .....	88
Part 1 – Screening Questions .....	89
Part 2 – Identitas Responden / <i>Respondents Profile</i> .....	90
Part 3 – Kuisisioner Utama / <i>Main Questionnaire</i> .....	91
Appendix 2- Questionnaire Ressult .....	93
Appendix 3- T table .....	96
CV .....	97