

LIST OF TABLES

Table 1.1. Fertility Rate in Indonesia.....	2
Table 1.2. Pre-Survey (20 Respondents).....	4
Table 2.1. Previous Research.....	14
Table 3.1. Operationalization Variable.....	21
Table 3.2. Likert Scale.....	22
Table 4.1. Respondents Characteristics.....	34
Table 4.2. Price.....	38
Table 4.3. Brand Awareness.....	39
Table 4.4. Brand Image.....	41
Table 4.5. Purchase Intention.....	42
Table 4.6. Convergent Validity Test.....	45
Table 4.7. Convergent Validity (First Modification) Test.....	47
Table 4.8. Convergent Validity (AVE) Test.....	48
Table 4.9. Fornell-Larcker Criterion Test.....	49
Table 4.10. Discriminant Validity (Cross Loading) Test.....	50
Table 4.11. Composity Reliability Test.....	51
Table 4.12. R ² / Endogen.....	53
Table 4.13. Predictive Relevance (Q ²) Test.....	53
Table 4.14. Hypothesis Test.....	55