

TABLE OF CONTENTS

ABSTRACT	iii
ABSTRAK	iv
DECLARATION	v
APPROVAL OF SUPERVISOR	vi
THESIS EXAMINATION COMMITTEE APPROVAL	vii
APPROVAL OF DEAN.....	viii
MOTTO	ix
DEDICATION	x
ACKNOWLEDGMENTS	xi
TABLE OF CONTENTS	xii
TABLE LIST	xv
IMAGE LIST.....	xvi
CHAPTER I.....	1
INTRODUCTION.....	1
A. Background of Study	1
B. Problem Formulation	9
C. Purpose of Study	9
D. Research Benefits.....	9
CHAPTER II.....	11
LITERATURE REVIEW	11
A. Theoretical Framework	11
1. Religiosity	11
2. Emotional Branding	13

3. Brand Experience	15
4. Customer Loyalty	16
B. Previous Research	18
C. Research Framework	22
D. Research Hypothesis	22
CHAPTER III	26
RESEARCH METHODS	26
A. Place and Time of Research	26
B. Type of Research	26
C. Types and Data Sources	26
D. Population and Sample	27
1. Population	27
2. Sample	27
E. Data Collection Techniques	28
F. Research Scope	30
G. Variable Operational Definition	31
H. Data Analysis Techniques	33
1. Data Quality Test	33
2. Descriptive Analysis	35
3. Classical Assumption Test	36
4. Multiple Linear Regression	37
5. Hypothesis Test	37
6. Determination Coefficient Analysis (<i>R</i>²)	39
CHAPTER IV	40
RESULTS AND DISCUSSION	40

A. Overview of Research Objects.....	40
1. History of PT. Unilever, Tbk.....	40
2. History of Vaseline	40
3. Characteristics of Respondents	41
4. Results of Distribution of Respondents' Answers	43
5. Instrument Test Results	48
B. Discussion Analysis	63
1. The Effect of Religiosity on Customer Loyalty to Boycott Vaseline Products	63
2. The Effect of Emotional Branding on Customer Loyalty to Boycott Vaseline Products.....	66
3. The Effect of Brand Experience on Customer Loyalty to Boycott Vaseline Products	68
4. The Effect of Religiosity, Emotional Branding, and Brand Experience on Customer Loyalty to Boycott Vaseline Products	69
CHAPTER V	71
CLOSING.....	71
A. Conclusion	71
B. Suggestion.....	72
BIBLIOGRAPHY	73
APPENDIX.....	83