

## PREFACE

By the grace and blessing of the Almighty God, the researcher has completed the final paper entitled: **“THE EFFECT OF INTEGRATED MARKETING COMMUNICATION TOWARD PURCHASE DECISION AT PT. MEGAH PUSAKA ANDALAS”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Business School Universitas Pelita Harapan Medan Campus.

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The  
Researcher,



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# TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK.....</b>	<b>vii</b>
<b>PREFACE .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS.....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xxi</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of The Study .....	1
1.2 Problem Limitation.....	7
1.3 Problem Formulation .....	7
1.4 Objective of The Research.....	8
1.5 Benefit of The Research.....	8
1.5.1 Theoretical Benefit .....	8
1.5.2 Practical Benefit .....	8
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1 Theoretical Background.....	9
2.1.1 Marketing.....	9
2.1.2 Integrated Marketing Communication .....	9
2.1.2.1 Understanding Integrated Marketing Communication .....	9

2.1.2.2	Barriers to Effective Integrated Marketing .....	19
2.1.2.3	Indicators of Integrated Marketing .....	22
2.1.3	Purchase Decision .....	23
2.1.3.1	Understanding Purchase Decision .....	23
2.1.3.2	Indicators of Purchase Decision .....	29
2.2	Previous Research.....	31
2.3	Hypothesis Development .....	32
2.4	Research Model.....	32
2.5	Framework of Thinking .....	33

### **CHAPTER III RESEARCH METHODOLOGY**

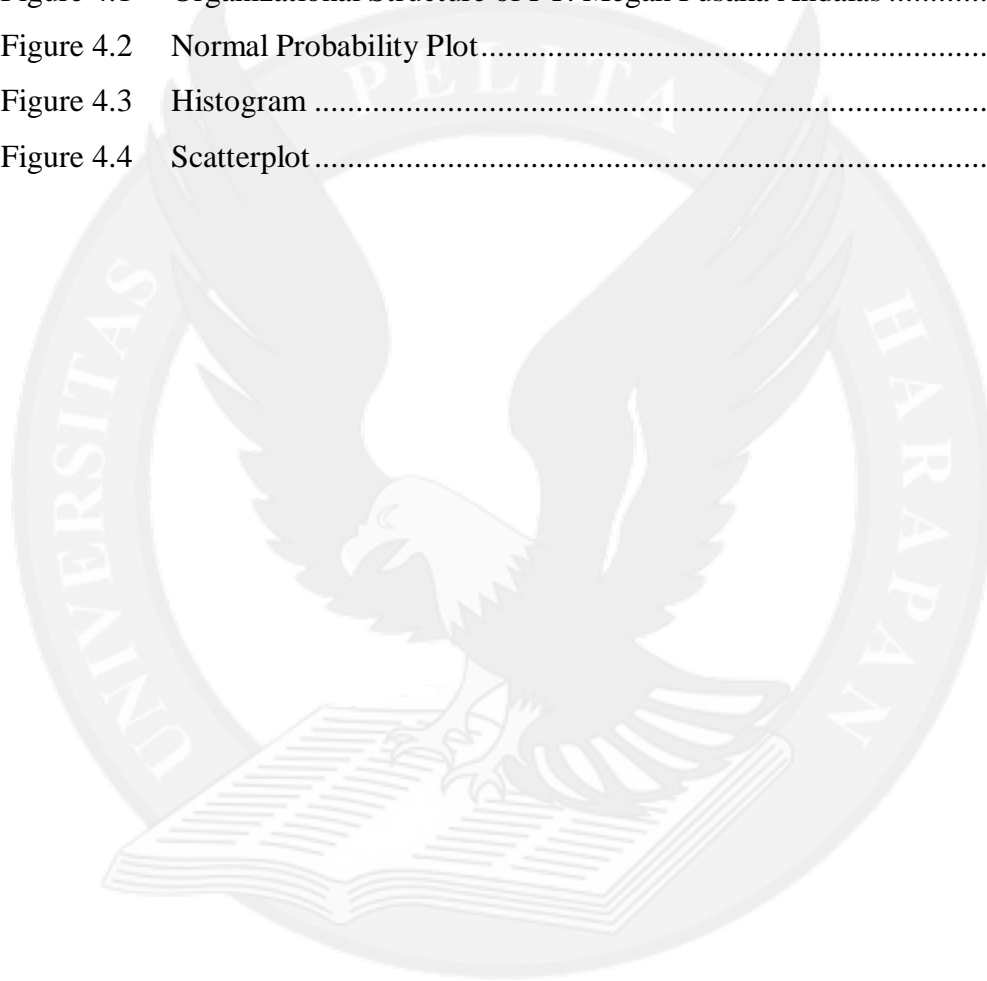
3.1	Research Design .....	35
3.2	Population and Sample .....	35
3.2.1	Population.....	35
3.2.2	Sample and Sampling Method.....	36
3.3	Data Collection Method.....	36
3.3.1	Primary Data.....	36
3.3.2	Secondary Data.....	36
3.4	Operational Variable Definition and Variable Measurement .....	37
3.4.1	Variable Measurement .....	37
3.4.2	Operational Variables.....	37
3.5	Data Analysis Method .....	39
3.5.1	Validity Test .....	39
3.5.2	Reliability .....	40
3.5.3	Descriptive Statistic .....	41
3.5.4	Normality Test .....	42
3.5.5	Linearity Test.....	43
3.5.6	Heteroscedasticity Test .....	43
3.5.7	Coefficient Determination ( $R^2$ ) Test.....	44
3.5.8	Simple Linear Regression .....	45
3.5.9	Hypothesis Test.....	45

### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

4.1	General View of Research Object .....	46
4.1.1	Brief History of PT. Megah Pusaka Andalas .....	46
4.1.2	Organization Structure .....	47
4.2	Research Result .....	51
4.2.1	Test of Research Instrument .....	51
4.2.1.1	Validity Test .....	51
4.2.1.2	Reliability Test.....	52
4.2.2	Descriptive Statistics .....	53
4.2.2.1	Respondent Characteristics.....	56
4.2.2.2	Explanation of Respondents on Research Variables.....	57
4.2.3	Result of Data Quality Testing.....	67
4.2.3.1	Classical Assumption Testing Results .....	67
4.2.3.2	Regression Equation.....	71
4.2.4	Result of Hypothesis Testing .....	71
4.2.4.1	Coefficient of Determination.....	71
4.2.4.2	Hypothesis Text .....	72
4.3	Discussion .....	73
 <b>CHAPTER V CONCLUSION</b>		
5.1	Conclusion .....	76
5.2	Recommendation.....	77
<b>LIST OF REFERENCES .....</b>		<b>79</b>

## LIST OF FIGURES

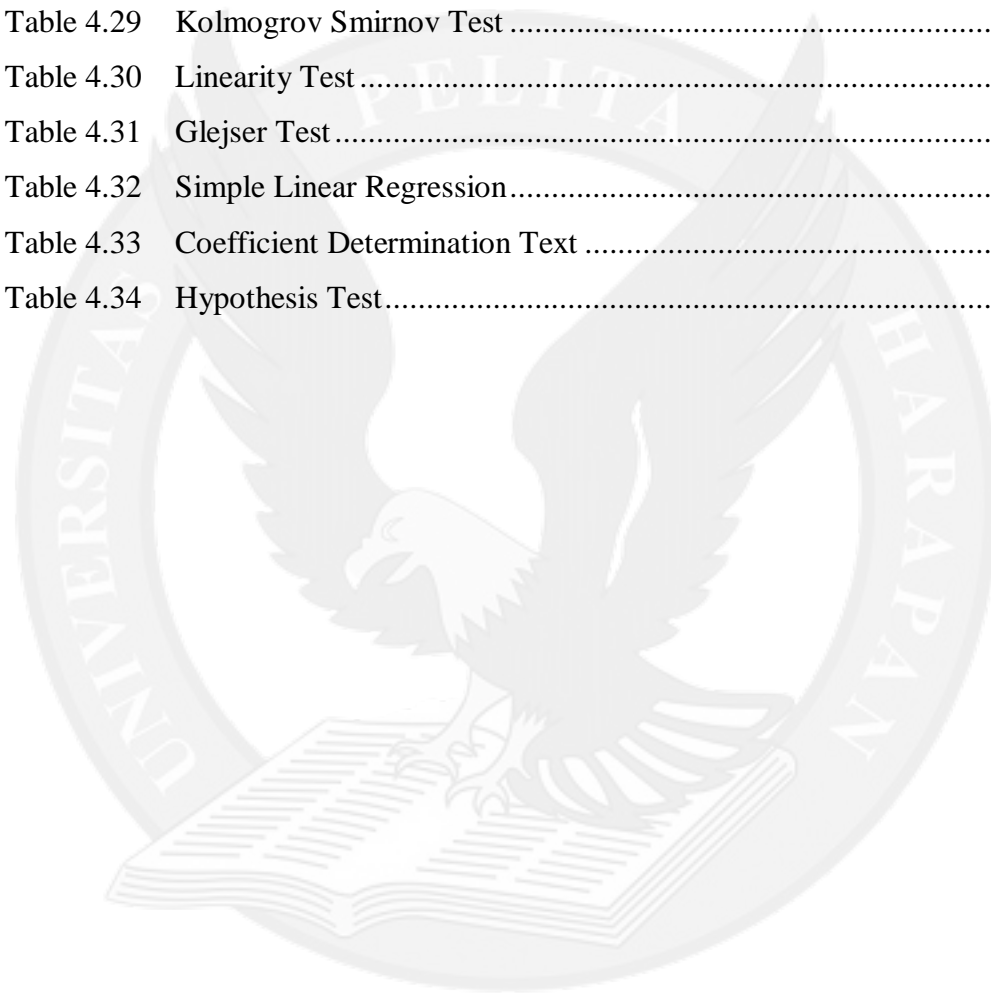
	page
Figure 2.1 Integrated Marketing Strategy Diagram.....	11
Figure 2.2 Research Model.....	33
Figure 2.3 Framework of Thinking.....	34
Figure 4.1 Organizational Structure of PT. Megah Pusaka Andalas .....	47
Figure 4.2 Normal Probability Plot.....	68
Figure 4.3 Histogram .....	68
Figure 4.4 Scatterplot.....	70



## LIST OF TABLES

	page
Table 1.1 Decrease in Sales Volume .....	3
Table 1.2 Competitors of PT.Megah Pusaka Andalas .....	4
Table 2.1 Customer Buying Decisions .....	30
Table 2.2 Previous Research .....	31
Table 3.1 Operational Definition and Variable Measurement .....	37
Table 4.1 Validity Test of Integrated Marketing Communication .....	51
Table 4.2 Validity Test of Purchase Decision .....	52
Table 4.3 Reliability Test .....	52
Table 4.4 Mean, Median, and Mode .....	55
Table 4.5 Gender of Respondent .....	56
Table 4.6 Purchase Intensity of Respondent .....	56
Table 4.7 Respondents Based on Education .....	57
Table 4.8 Variable X – Q1: The marketing of company can influence .....	57
Table 4.9 Variable X – Q2: The marketing of company can convince .....	58
Table 4.10 Variable X – Q3: The marketing always asking on demands.....	58
Table 4.11 Variable X – Q4: The marketing always giving an offer .....	58
Table 4.12 Variable X – Q5: The marketing always follows up.....	59
Table 4.13 Variable X – Q6: The marketing always asking satisfaction.....	59
Table 4.14 Variable X – Q7: The marketing always ready to hear customer ....	60
Table 4.15 Variable X – Q8: The marketing always does their best .....	60
Table 4.16 Variable X – Q9: The marketing always maintains relationship ....	61
Table 4.17 Variable X – Q10: The marketing always keeps in touch.....	61
Table 4.18 Interval Class for Each Variable .....	62
Table 4.19 Descriptive Analysis for Each Indicator of Integrated Marketing Communication .....	62
Table 4.20 Variable Y – Q1: Customers always asking about the products.....	63
Table 4.21 Variable Y – Q12: Customers will make contract with company....	63
Table 4.22 Variable Y – Q3: Customers always looking for other products.....	64

Table 4.23	Variable Y – Q4: Customers always puts the company at first .....	64
Table 4.24	Variable Y – Q5: Customers will buy product from company .....	65
Table 4.25	Variable Y – Q6: Customers consider price in buying .....	65
Table 4.26	Variable Y – Q7: Customers are satisfied and repurchase .....	66
Table 4.27	Variable Y – Q8: Customers will recommend the company .....	66
Table 4.28	Descriptive Analysis for Each Indicator of Purchase Decision .....	67
Table 4.29	Kolmogrov Smirnov Test .....	69
Table 4.30	Linearity Test .....	69
Table 4.31	Glejser Test .....	70
Table 4.32	Simple Linear Regression .....	71
Table 4.33	Coefficient Determination Text .....	72
Table 4.34	Hypothesis Test .....	72





## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE .....	A-1
APPENDIX B: DATA OF RESPONDENT ANSWER FOR PRETEST .....	B-1
APPENDIX C: DATA OF RESPONDENT ANSWER FROM QUESTIONNAIRE .....	C-1
APPENDIX D: OUTPUT SPSS .....	D-1
APPENDIX E: SURAT IZIN PERUSAHAAN .....	E-1

