

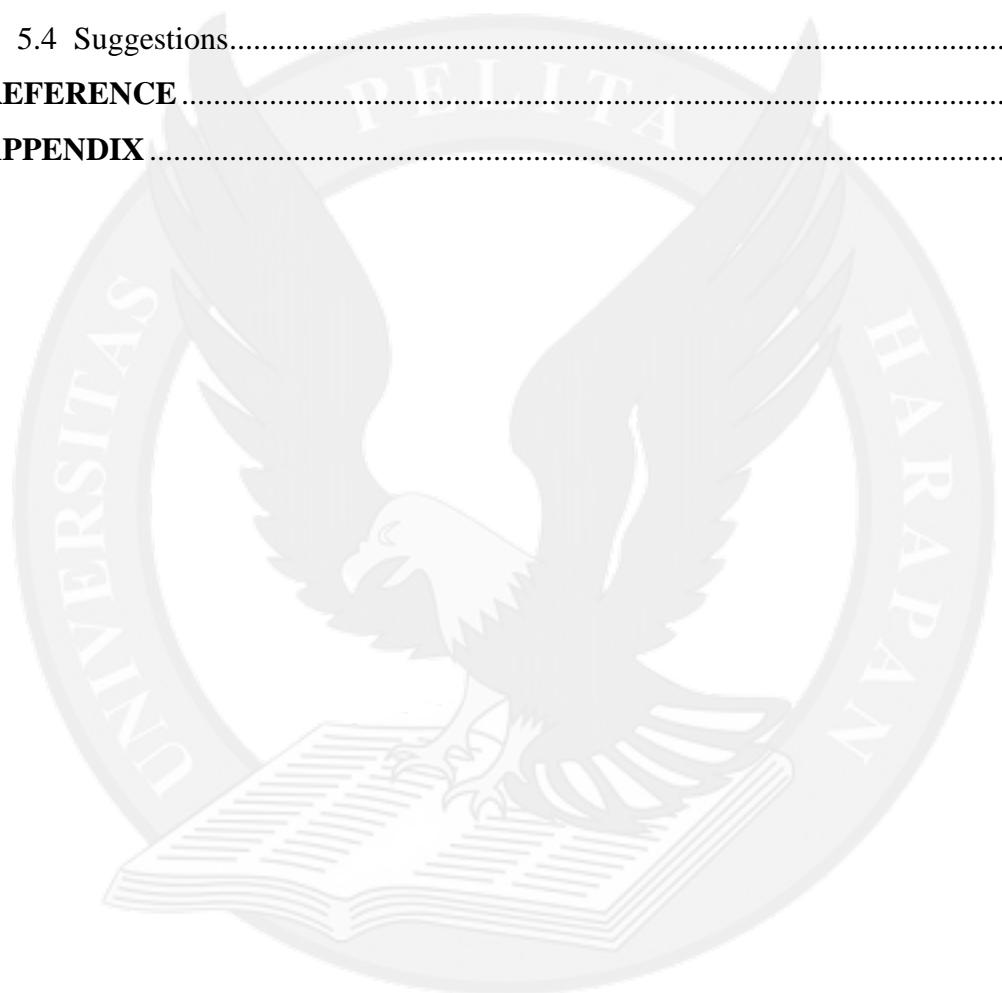
## TABLES OF CONTENTS

<b>COVER .....</b>	i
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT .....</b>	ii
<b>THESIS APPROVAL .....</b>	iii
<b>THESIS DEFENSE COMMITTEE .....</b>	iv
<b>ABSTRACT .....</b>	v
<b>ACKNOWLEDGEMENT .....</b>	vi
<b>TABLES OF CONTENTS .....</b>	viii
<b>LIST OF FIGURES .....</b>	xii
<b>LIST OF TABLES .....</b>	xiii
<b>LIST OF ATTACHMENTS .....</b>	xiv
<b>CHAPTER I INTRODUCTION .....</b>	1
1.1 Research Background .....	1
1.2 Research Problem .....	8
1.3 Research Purpose .....	8
1.4 Benefits of Research .....	9
1.4.1 Corporate .....	9
1.4.2 Investor .....	9
1.4.3 Academic .....	9
1.5 Research Scope .....	9
1.6 Writing Systematics .....	10
<b>CHAPTER II LITERATURE REVIEW .....</b>	12
2.1 Conceptual and Description .....	12
2.1.1 Global Strategy .....	12
2.1.2 Global Marketing .....	14
2.1.3 Consumer Behavior .....	15
2.1.4 Product Sales Performance .....	16
2.2 Relationship Among Variables .....	17

2.2.1 Global Marketing has a Direct and Positive Relationship Towards Product Sales Performance .....	17
2.2.2 Global Strategy has Direct and Positive Relationship Towards Product Sales Performance.....	18
2.2.3 Consumer Behavior Positively Mediates the Positive Relationship Between Global Marketing and Product Sales Performance.....	20
2.2.4 Consumer Behavior Positively Mediates the Positive Relationship Between Global Strategy and Product Sales Performance .....	21
2.2.5 Consumer Behavior has a Direct and Positive Relationship Towards Product Sales Performance .....	22
2.3 Previous Study.....	24
2.4 Research Hypothesis .....	26
2.5 Conceptual Model .....	27
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>28</b>
3.1 Research Paradigm.....	28
3.2 Research Object.....	28
3.3 Unit Analysis.....	29
3.4 Type of Research.....	29
3.5 Research Design .....	30
3.5.1 Variable Measurements .....	31
3.5.2 Operationalization of Research Variables .....	31
3.6 Sample Design.....	38
3.7 Data Collection Method .....	38
3.7.1 Data Collection Ethics .....	38
3.7.2 Data Collection Technique .....	39
3.7.3 Questionnaire Preparation Technique.....	40
3.7.4 Determining Sample Count .....	41
3.8 Data Analysis Method .....	41
3.8.1 Descriptive Statistics.....	41

3.8.2 Inferential Statistics .....	42
3.8.3 Partial Least Square – Structural Equation Modelling (PLS-SEM) .....	42
3.9 Model Evaluation .....	43
3.9.1 Outer Model Evaluation.....	43
3.9.2 Inner Model Evaluation .....	43
3.10Research Implementation Tools.....	44
3.10.1 Validity Test.....	44
3.10.2 Reliability test.....	45
3.10.3 Goodness of Fit (GFI) .....	46
<b>CHAPTER IV RESULTS &amp; DISCUSSIONS .....</b>	<b>47</b>
4.1 Respondent Profile .....	47
4.2 Preliminary Test Study Results .....	50
4.2.1 Validity and Reliability Test Result from Preliminary Study 1.....	50
4.2.2 Validity and Reliability Test Result from Preliminary Study 2.....	54
4.3 Descriptive Statistics .....	57
4.3.1 Global Marketing.....	58
4.3.2 Global Strategy .....	59
4.3.3 Consumer Behavior .....	59
4.3.4 Product Sales Performance .....	60
4.4 Inferential Statistics .....	61
4.4.1 Outer Model Evaluation.....	61
4.4.2 Goodness of Fit (GIF).....	65
4.4.3 Inner Model Evaluation .....	66
4.5 Discussion .....	71
4.5.1 Hypothesis Discussion 1 .....	72
4.5.2 Hypothesis Discussion 2.....	72
4.5.3 Hypothesis Discussion 3.....	72
4.5.4 Hypothesis Discussion 4.....	73
4.5.5 Hypothesis Discussion 5 .....	73

4.6 Comparison to Previous Study .....	74
<b>CHAPTER V CONCLUSION &amp; RECOMMENDATION .....</b>	<b>75</b>
5.1 Conclusion.....	75
5.2 Managerial Implications.....	76
5.3 Research Limitations.....	79
5.4 Suggestions.....	80
<b>REFERENCE .....</b>	<b>82</b>
<b>APPENDIX .....</b>	<b>90</b>



## **LIST OF FIGURES**

Figure 1.1 Business Model of Unilever .....	3
Figure 1.2 Net Sales of Unilever.....	5
Figure 2.1 Research Model .....	27
Figure 4.1 Path Coefficients Structural Model .....	67
Figure 4.2 T-value Structural Model.....	69

## LIST OF TABLES

Table 1.1 Net sales of PT. Unilever Indonesia 2016-2020 .....	5
Table 2.1 Previous Study .....	24
Table 3.1 Conceptual and Operational Definition .....	32
Table 4.1 Respondents' Gender Profile .....	47
Table 4.2 Respondents Age Profile.....	48
Table 4.3 Respondents Domicile Profile .....	49
Table 4.4 Respondents Profile on Unilever Product Monthly Purchase.....	49
Table 4.5 Preliminary Test Validity Result 1.....	51
Table 4.6 Average Variance Extracted (AVE) Test Result of Preliminary Study 1 ...	52
Table 4.7 Discriminant Validity (Fornell-Larcker) Result Preliminary Study 1 .....	52
Table 4.8 Composite Reliability (CR) Test Result of Preliminary Test Study 1 .....	53
Table 4.9 Preliminary Test Validity Result 2.....	54
Table 4.10 Average Variance Extracted (AVE) Test Result Preliminary Study 2 ....	55
Table 4.11 Discriminant Validity (Fornell-Larcker) Result for Preliminary Study 2.	56
Table 4.12 Composite Reliability (CR) Test Result of Preliminary Test Study 2.....	57
Table 4.13 Descriptive Statistic Test for Global Marketing (GM) .....	58
Table 4.14 Descriptive Statistic Test for Global Strategy (GS).....	59
Table 4.15 Descriptive Statistic Test for Consumer Behavior (CB).....	59
Table 4.16 Descriptive Statistic Test for Product Sales Performance (PSP) .....	60
Table 4.17 Actual Test of Convergent Validity Result.....	62
Table 4.18 Average Variance Extracted (AVE) Test Result .....	63
Table 4.19 Discriminant Validity (Fornell-Larcker) Result .....	64
Table 4.20 Composite Reliability (CR) Test Result .....	65
Table 4.21 Model Fit.....	65
Table 4.22 R Square and R Square Adjusted Test Result.....	68
Table 4.23 Collinearity (VIF) Test Result .....	69
Table 4.24 Structural Model Test Result .....	70
Table 4.25 Research Design Comparison from Previous Study .....	74

## **LIST OF ATTACHMENTS**

1.	Questionnaire .....	92
2.	Reliability and Validity Pre-Test 1 .....	98
3.	Reliability and Validity Pre-Test 2 .....	98
4.	Discriminant Validity (Fornell-Larcker) Pre-Test 1 .....	98
5.	Discriminant Validity (Fornell-Larcker) Pre-Test 2 .....	98
6.	Reliability and Validity Test .....	101
7.	Discriminant Validity (Fornell-Larcker) Test .....	101
8.	Original Sample, Mean, Standard Deviation, T-Statistic, P-Value .....	101
9.	R-Square and R-Square Adjusted .....	102
10.	Framework Before Bootstrapping.....	102
11.	Framework After Bootstrapping .....	103