

Table of Contents

	Page
ABSTRACT.....	vi
ABSTRAK.....	vii
PREFACE.....	viii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	9
1.5 Benefit of the Research.....	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	11
2.1 Theoretical Background.....	11
2.1.1 Customers' Purchasing Decision.....	11
2.1.2 Brand Image.....	19
2.1.3 Interior Display.....	24
2.1.4 Relationship Between Variables of the Research.....	27
2.2 Previous Research.....	28
2.3 Hypothesis Development.....	31
2.4 Research Model.....	31
2.5 Framework of Thinking.....	32
CHAPTER III RESEARCH METHODOLOGY.....	34
3.1 Research Design.....	34
3.2 Research Location and Time.....	34
3.3 Population and Sample.....	35
3.3.1 Population.....	35

3.3.2	Sample.....	36
3.4	Research Object.....	37
3.5	Data Collection Method.....	37
3.5.1	Primary Data.....	37
3.5.2	Secondary Data.....	37
3.6	Operational Variable Definition and Variable Measurement.....	37
3.6.1	Operational Variable Definition.....	37
3.6.2	Variable Measurement Scale.....	39
3.7	Data Analysis Method.....	39
3.7.1	Descriptive Analysis Method.....	39
3.7.2	Research Instrument .Test.....	40
3.7.3	Classical Assumption Test.....	41
3.7.4	Multiple Linear Regression Test.....	42
3.7.5	Coefficient of Determination Test.....	43
3.7.6	Hypothesis Test.....	44
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....		45
4.1	General View of Brastagi Supermarket Gatsu.....	45
4.1.1	History.....	45
4.1.2	Vision and Mission Statements.....	45
4.1.3	Motto.....	46
4.1.4	Commitment.....	46
4.2	Research Result.....	47
4.2.1	Result of Instrument Test.....	47
4.2.2	Descriptive Statistic.....	50
4.2.3	Result of Classical Assumption Test.....	62
4.2.4	Result of Autocorrelation Test.....	66

4.2.5 Result of Multiple Linear Regression	67
4.2.6 Result of Coefficient of Determination Test.....	70
4.2.7 Result of Hypothesis Test.....	71
4.3 Discussion.....	73
4.3.1 The Influence of Brand Image and Interior Display towards Customers' Purchasing Decision on Brastagi Supermarket Gatsu....	73
4.3.2 The Influence of Brand Image towards Customers' Purchasing Decision	74
4.3.3 The Influence of Interior Display towards Customers' Purchasing Decision	74
CHAPTER V CONCLUSION	76
5.1 Conclusion.....	76
5.2 Recommendation	77
REFERENCES·	79

List of Table

	Page
Table 1.1 Implementations of PPKM in Indonesia	2
Table 1.2 Branch of Brastagi Supermarket.....	7
Table 2.1 Previous Research	29
Table 3.1 Indicators of Research Variable	40
Table 3.2 Variable Measureable Scale	42
Table 4.1 Result on Validity Test of Brand Image.....	51
Table 4.2 Result on Validity Test of Interior Display	52
Table 4.3 Result on Validity Test of Customers' Purchasing Decision	52
Table 4.4 Result on Reliability Test.....	53
Table 4.5 Respondent Characteristics Based on Age.....	54
Table 4.6 Respondent Characteristics Based on Gender	55
Table 4.7 Responses on Brand Image.....	56
Table 4.8 Responses on Interior Display	58
Table 4.9 Responses on Customers' Purchasing Decision.....	62
Table 4.10 Result on Normality Test	66
Table 4.11 Result on Multicollinearity Test.....	68
Table 4.12 Result on Heteroscedasticity Test	69
Table 4.13 Result on Autocorrelation	71
Table 4.14 Result on Multiple Linear Regression	72
Table 4.15 Result on Coefficient of Determination Test.....	74
Table 4.16 Result on F-Test.....	75
Table 4.17 Result on t-Test.....	76

List of Figure

	Page
Figure 2.1 Research Model.....	34
Figure 3.1 Location of Brastagi Supermarket Gatsu.....	37
Figure 3.2 Benchmark of Autocorrelation.....	46
Figure 4.1 Histogram Result on Normality Test	67
Figure 4.2 P-Plot Result on Normality Test.....	68
Figure 4.3 Scatterplot Result on Heteroscedasticity Test.....	70
Figure 4.4 Scatterplot Result on Linearity Test of Brand Image	73
Figure 4.5 Scatterplot Result on Linearity Test of Interior Display	74

List of Appendix

	Page
APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : KUESIONER	B-1
APPENDIX C : RESPONSES ON RESEARCH VARIABLES	C-1
APPENDIX D : 30 RESPONSES FOR VALIDITY TEST	D-1
APPENDIX E : RESULT ON VALIDITY TEST	E-1
APPENDIX F : RESULT ON RELIABILITY TEST	F-1
APPENDIX G : RESULT ON FREQUENCY	G-1