

## TABLE OF CONTENTS

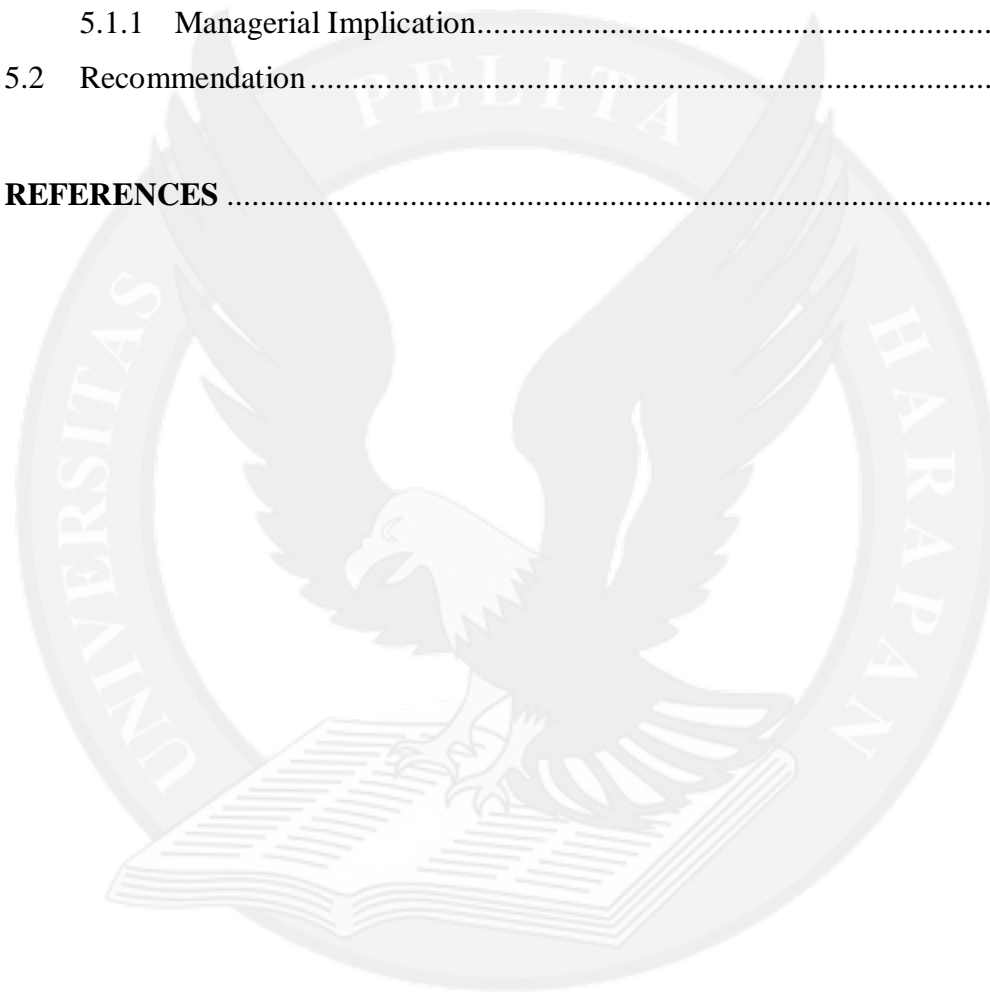
page

<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER 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>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>PREFACE .....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES.....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvi</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.....	11
2.1.1 Marketing.....	11
2.1.1.1 Definition of Marketing.....	11

2.1.2	Price.....	15
2.1.2.1	Definition of Price .....	15
2.1.2.2	Purpose of Pricing.....	16
2.1.2.3	Indicator of Price .....	17
2.1.3	Distribution .....	18
2.1.3.1	Definition of Distribution.....	18
2.1.3.2	Benefit of Distribution .....	20
2.1.3.3	Indicators of Distribution .....	22
2.1.4	Customer Purchase Decision .....	23
2.1.4.1	Definition of Purchase Decision.....	23
2.1.4.2	Factors Affect to Purchase Decision.....	24
2.1.4.3	Indicators of Purchase Decision .....	26
2.1.5	Relationship Between Price and Customer Purchase Decision.....	28
2.1.6	Relationship Between Distribution and Customer Purchase Decision .....	29
2.2	Previous Research.....	29
2.3	Hypothesis Development .....	31
2.4	Research Model .....	31
2.5	Framework of Thinking .....	32
 <b>CHAPTER III RESEARCH METHODOLOGY</b>		
3.1	Research Design .....	33
3.2	Population and Sample .....	33
3.2.1	Research Location and Time .....	34
3.2.2	Population .....	34
3.2.3	Sample .....	35
3.3	Data Collection Method .....	35
3.4	Operational Variable Definition and Variable Measurement .....	36
3.5	Data Analysis Method.....	38
3.5.1	Descriptive Statistical Analysis .....	38
3.5.1	Validity Test.....	39

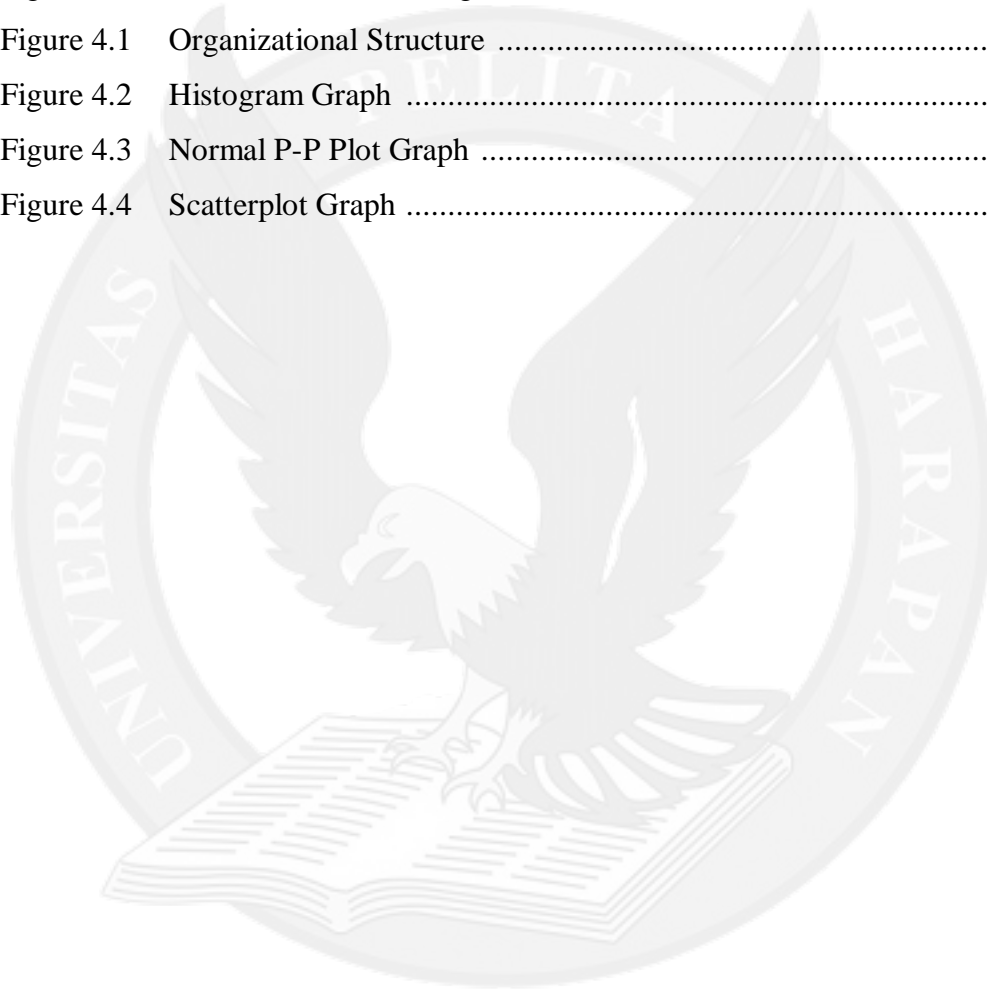
3.5.2	Research Instrument .....	42
3.5.2.1	Validity Test .....	42
3.5.2.2	Reliability Test .....	42
3.6	Classical Assumption Test .....	43
3.6.1	Normality Test .....	43
3.6.2	Multicolinearity Test .....	45
3.6.3	Heterocedasticity Test .....	46
3.6.4	Linearity Test .....	46
3.7	Multiple Regression Analysis .....	47
3.8	Hyphotesis Test .....	48
3.8.1	Coefficient of Determination .....	48
3.8.2	t test .....	49
3.8.3	F test .....	49
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION</b>		
4.1	General View of Research Object .....	50
4.1.1	General Description of PT New Hope Medan .....	50
4.1.2	Organization Structure of PT New Hope Medan .....	51
4.2	Data Analysis .....	60
4.2.1	Test of Research Instrument .....	60
4.2.1.1	Validity Test .....	60
4.2.1.2	Reliability Analysis .....	60
4.2.2	Descriptive Statistics .....	60
4.2.2.1	Respondent Characteristics .....	60
4.2.2.2	Explanation of Respondents on Research Variable .....	63
4.2.2.3	Mean, Median, Mode, Variance and Std Deviation .....	71
4.2.3	Result of Data Quality Testing .....	75
4.2.3.1	Classical Assumption Testing Results .....	75
4.2.3.2	Multiple Linear Regression Analysis .....	80
4.2.4	Result of Hyphotesis Testing .....	81
4.2.4.1	Coefficient of Determination .....	81

4.2.4.2	Hyphotesis test (t test) .....	84
4.2.4.3	Hyphotesis test (F test) .....	84
4.3	Discussion .....	<b>83</b>
<b>CHAPTER V CONCLUSION</b>		
5.1	Conclusion.....	95
5.1.1	Managerial Implication.....	96
5.2	Recommendation .....	97
<b>REFERENCES</b>	.....	<b>99</b>



## LIST OF FIGURES

	page
Figure 1.1 Graph of Market Share .....	4
Figure 2.1 Research Model .....	31
Figure 2.2 Framework of Thinking .....	32
Figure 4.1 Organizational Structure .....	51
Figure 4.2 Histogram Graph .....	75
Figure 4.3 Normal P-P Plot Graph .....	76
Figure 4.4 Scatterplot Graph .....	77



## LIST OF TABLES

	page
Table 1.1 Competitors Company of PT New Hope.....	3
Table 1.2 Comparison Price .....	6
Table 1.3 Delivery Delays.....	6
Table 2.1 Previous Research .....	29
Table 3.1 Likert Scale .....	37
Table 3.2 Operational of Research Variable .....	38
Table 4.1 Validity Test for Price .....	60
Table 4.2 Validity Test for Distribution .....	61
Table 4.3 Validity Test for Customer Purchase Decision .....	61
Table 4.4 Reliability Test .....	62
Table 4.5 Charateristics of Respondents Based on Age .....	62
Table 4.6 Charateristics of Respondents Based on Gender.....	62
Table 4.7 Charateristics of Respondents Based on Subscription Time .....	63
Table 4.8 Frequency Respondents of Variable Price.....	63
Table 4.9 Frequency Respondents of Variable Distribution .....	66
Table 4.10 Frequency Respondents of Variable Customer Purchase Decision .	68
Table 4.11 Mean, Median, Mode, Variance and Std Deviation of Price .....	73
Table 4.12 Mean, Median, Mode, Variance and Std Deviation of Distribution	73
Table 4.13 Mean, Median, Mode, Variance and Std Deviation of Customer Purchase Decision .....	75
Table 4.14 One Sample Kolmogorov Smirnov .....	76
Table 4.15 Multicolinearity Test .....	77
Table 4.16 Glejser Test .....	78
Table 4.17 Linearity Test Price .....	79
Table 4.18 Linearity Test Distribution .....	79
Table 4.19 Multiple Regression Test .....	80
Table 4.20 Determination Test .....	81
Table 4.21 t Test .....	82

Table 4.22	F Test .....	82
Table 4.23	Indicators to measure Price variable .....	83
Table 4.24	Indicators to measure Distributin variable .....	86
Table 4.25	Indicators to measure Purchase Decision variable .....	89



## LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output .....	B-1
Appendix C: Data of Respondent Answer From Questionnaire .....	C-1
Appendix D: Spss Output.....	D-1
Appendix E: Distribution R Table .....	E-1
Appendix F: Distribution T Table .....	F-1
Appendix G: Distribution F Table .....	G-1
Appendix H: Company Letter .....	H-1

