

## **TABLE OF CONTENTS**

### **COVER PAGE**

### **TITLE PAGE**

### **DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD**

**AGREEMENT .....** ..... **ii**

**APPROVAL PAGE BY FINAL PAPER ADVISOR.....** ..... **iv**

**APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....** ..... **v**

**ABSTRACT .....** ..... **vi**

**ABSTRAK .....** ..... **viii**

**PREFACE.....** ..... **x**

**TABLE OF CONTENTS.....** ..... **xii**

**LIST OF TABLES .....** ..... **xvi**

**LIST OF FIGURES .....** ..... **xviii**

**LIST OF APPENDICES .....** ..... **xix**

**CHAPTER I INTRODUCTION.....** ..... **1**

    1.1    Background of the Study ..... **1**

    1.2    Problem Limitation..... **11**

    1.3    Problem Formulation..... **12**

    1.4    Objective of the Research..... **13**

    1.5    Benefit of the Research ..... **14**

        1.5.1    Theoretical Benefit ..... **14**

        1.5.2    Practical Benefit..... **14**

**CHAPTER II LITERATURE REVIEW AND HYPOTHESIS**

**DEVELOPMENT .....** ..... **16**

    2.1    Theory of Relationship Marketing ..... **16**

    2.2    Product Diversity..... **18**

        2.2.1    Definition of Product Diversity ..... **18**

        2.2.2    Strategies of Product Diversity ..... **22**

2.2.3	Indicators of Product Diversity.....	24
2.3	Promotion .....	25
2.3.1	Definition of Promotion.....	25
2.3.2	Types of Promotion .....	26
2.3.3	Indicators of Promotion .....	30
2.4	Customer Purchase Decision.....	31
2.4.1	Definition of Customer Purchase Decision .....	31
2.4.2	Process of Customer Purchase Decision.....	33
2.4.3	Indicators of Customer Purchase Decision.....	36
2.5	Customer Satisfaction.....	38
2.5.1	Definition of Customer Satisfaction .....	38
2.5.2	Measurements of Customer Satisfaction .....	40
2.5.3	Indicators of Customer Satisfaction.....	41
2.6	Previous Research .....	44
2.7	Hypothesis Development .....	45
2.7.1	Influence of Product Diversity Towards Customer Purchase Decision .....	45
2.7.2	Influence of Promotion Towards Customer Purchase Decision .....	47
2.7.3	Influence of Product Diversity and Promotion Towards Customer Purchase Decision.....	48
2.7.4	Influence of Customer Purchase Decision Towards Customer Satisfaction.....	49
2.7.5	Influence of Product Diversity Towards Customer Satisfaction Through Customer Purchase Decision .....	50
2.7.6	Influence of Promotion Towards Customer Satisfaction Through Customer Purchase Decision .....	51
2.8	Research Model.....	52
2.9	Framework of Thinking.....	53

<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>54</b>
3.1    Research Design .....	54
3.2    Population and Sample .....	55
3.2.1    Population .....	55
3.2.2    Sample .....	55
3.3    Data Collection Method .....	57
3.4    Operational Variable Definition and Variable Measurement.....	59
3.5    Data Analysis Method .....	62
3.5.1    Research Instrumental Test .....	62
3.5.2    Descriptive Statistical Analysis .....	64
3.5.3    Classical Assumption Test (Simple Linear Regression).....	66
3.5.4    Classical Assumption Test (Multiple Linear Regression) .....	67
3.5.5    Inferential Statistics (Simple Linear Regression) .....	69
3.5.6    Inferential Statistics (Multiple Linear Regression) .....	70
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>77</b>
4.1    General View of Research Object .....	77
4.2    Preliminary Test Research Result .....	77
4.2.1    Pre-Test Research Instrumental Test .....	78
4.3    Research Result .....	80
4.3.1    Descriptive Statistics .....	80
4.3.2    Descriptive Variable Analysis.....	87
4.3.3    Classical Assumption Test (Simple Linear Regression).....	96
4.3.4    Classical Assumption Test (Multiple Linear Regression) .....	99
4.3.5    Inferential Statistics (Simple Linear Regression) .....	102
4.3.6    Inferential Statistics (Multiple Linear Regression) .....	104
4.4    Discussion .....	107

<b>CHAPTER V CONCLUSION.....</b>	<b>118</b>
5.1    Conclusion.....	118
5.2    Recommendation.....	120
5.2.1    Theoretical Implication.....	120
5.2.2    Managerial implication .....	121
5.2.3    Recommendation for Future Research.....	126
<b>REFERENCES.....</b>	<b>127</b>



## **LIST OF TABLES**

Table 1.1 Most Affected Business Sector during Pandemic Covid-19.....	2
Table 2.1 Comparison of Previous Research .....	44
Table 3.1 Questionnaire Design.....	58
Table 3.2 Likert Scale .....	61
Table 3.3 Operational Definition and Variable Measurement .....	61
Table 3.4 Correlation Scale.....	71
Table 3.5 Determination Scale .....	72
Table 4.1 Validity Pre-Test Result on Product Diversity .....	78
Table 4.2 Validity Pre-Test Result on Promotion.....	78
Table 4.3 Validity Pre-Test Result on Customer Purchase Decision.....	78
Table 4.4 Validity Pre-Test Result on Customer Satisfaction .....	79
Table 4.5 Reliability Pre-Test Result .....	79
Table 4.6 Respondents by Gender .....	80
Table 4.7 Respondents by Age .....	81
Table 4.8 Degree of Assessment of Each Variable.....	82
Table 4.9 Respondents' Response towards Product Diversity.....	82
Table 4.10 Respondents' Response towards Promotion.....	83
Table 4.11 Respondents' Response towards Customer Purchase Decision.....	85
Table 4.12 Respondents' Response towards Customer Satisfaction .....	86
Table 4.13 Distribution of Respondents' Response towards Product Diversity ...	87
Table 4.14 Distribution of Respondents' Response towards Promotion .....	89

Table 4.15 Distribution of Respondents' Response towards Customer Purchase Decision.....	92
Table 4.16 Distribution of Respondents' Response towards Customer Satisfaction .....	94
Table 4.17 One – Sample Kolmogorov Smirnov Test Output 1.....	97
Table 4.18 Linearity Test Output 1 .....	97
Table 4.19 Spearman Test Correlation Output 1 .....	98
Table 4.20 One – Sample Kolmogorov Smirnov Test Output 2.....	100
Table 4.21 Linearity Test Output 2 .....	100
Table 4.22 Tolerance and VIF Output 2 .....	100
Table 4.23 Spearman Test Correlation Output 2 .....	102
Table 4.24 Simple Regression Testing Result .....	102
Table 4.25 Coefficient of Determination Output 1 .....	103
Table 4.26 T-Test Output 1 .....	103
Table 4.27 Multiple Regression Testing Result.....	104
Table 4.28 Coefficient of Determination Output 2 .....	105
Table 4.29 T-Test Output 2.....	106
Table 4.30 F-Test Output .....	106
Table 4.31 Sobel Test Output .....	107
Table 5.1 Theoretical Implication .....	120
Table 5.2 Managerial Implication .....	125

## **LIST OF FIGURES**

Figure 1.1 Indonesia Retail Sales YoY .....	3
Figure 1.2 Gunung Sari's Logo.....	4
Figure 1.3 Gunung Sari Sales Data in 2019-2021.....	5
Figure 1.4 Negative Feedback for Gunung Sari.....	8
Figure 1.5 Gunung Sari's Promotion Media.....	9
Figure 2.1 Research Model .....	52
Figure 2.2 Framework of Thinking.....	53
Figure 4.1 P-Plot of Normality Test Customer Satisfaction .....	97
Figure 4.2 Scatterplot Heteroscedasticity Test Customer Satisfaction .....	98
Figure 4.3 P-Plot of Normality Test Customer Purchase Decision .....	99
Figure 4.4 Scatterplot Heteroscedasticity Test Customer Purchase Decision ....	101

## **LIST OF APPENDICES**

APPENDIX A QUESTIONNAIRE .....	A-1
APPENDIX B PRE-TEST DATA TABULATION .....	B-1
APPENDIX C PRE-TEST DATA QUALITY ANALYSIS .....	C-1
APPENDIX D ACTUAL TEST DATA TABULATION .....	11
APPENDIX E DATA CALCULATION RESULT .....	E-1
APPENDIX F RESEARCH MODEL TESTING .....	F-1
APPENDIX G HYPOTHESIS ANALYSIS .....	G-1
APPENDIX H TURNITIN REPORT .....	H-1