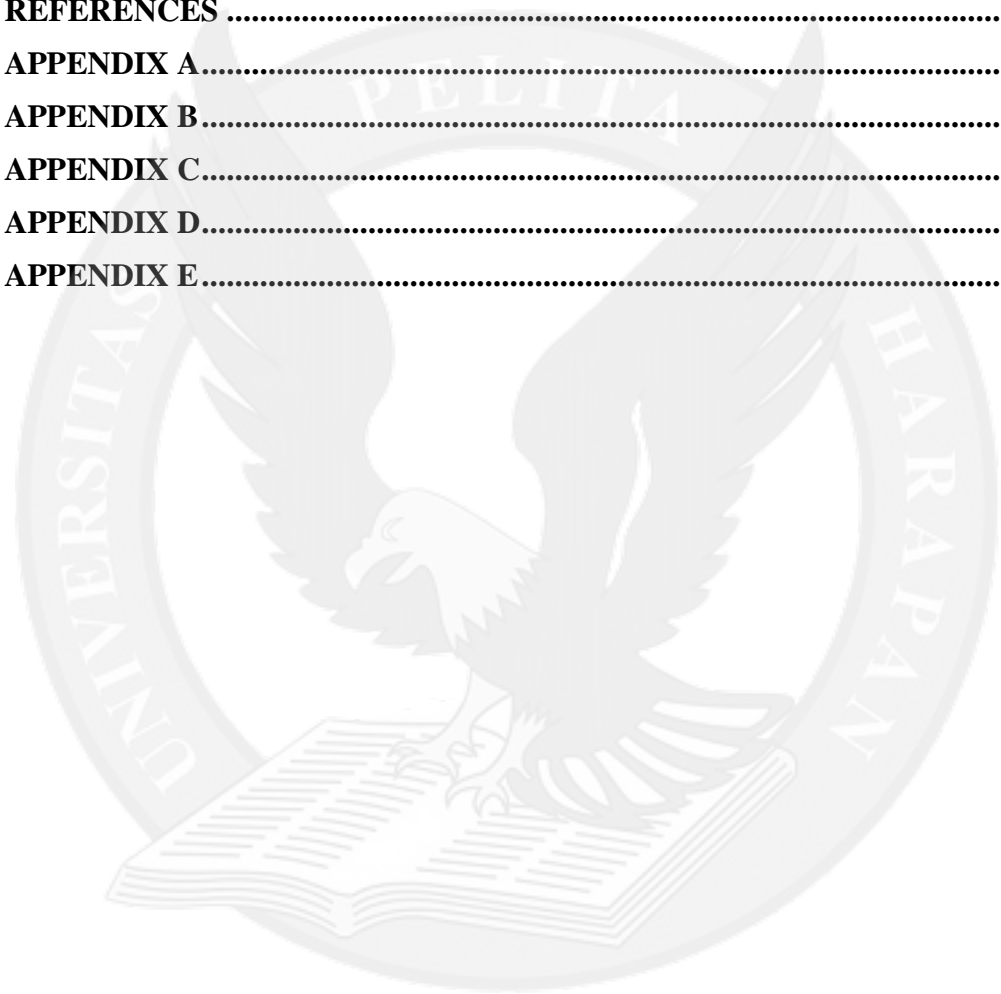


TABLE OF CONTENTS

COVER PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iii
ABSTRACT.....	iv
ABSTRAK.....	v
PREFACE.....	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problem Limitation	10
1.3 Problem Formulation	10
1.4 Objective of the Research	11
1.5 Benefit of the Research.....	11
1.5.1 Theoretical Benefit	11
1.5.2 Practical Benefit	12
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	13
2.1 Theoretical Background.....	13
2.1.1 Definition of Marketing	13
2.1.2 Customer Buying Decision	14
2.1.3 Sales Promotion.....	16
2.1.4 Price	20
2.1.5 Quality Products	23
2.1.6 Location	26

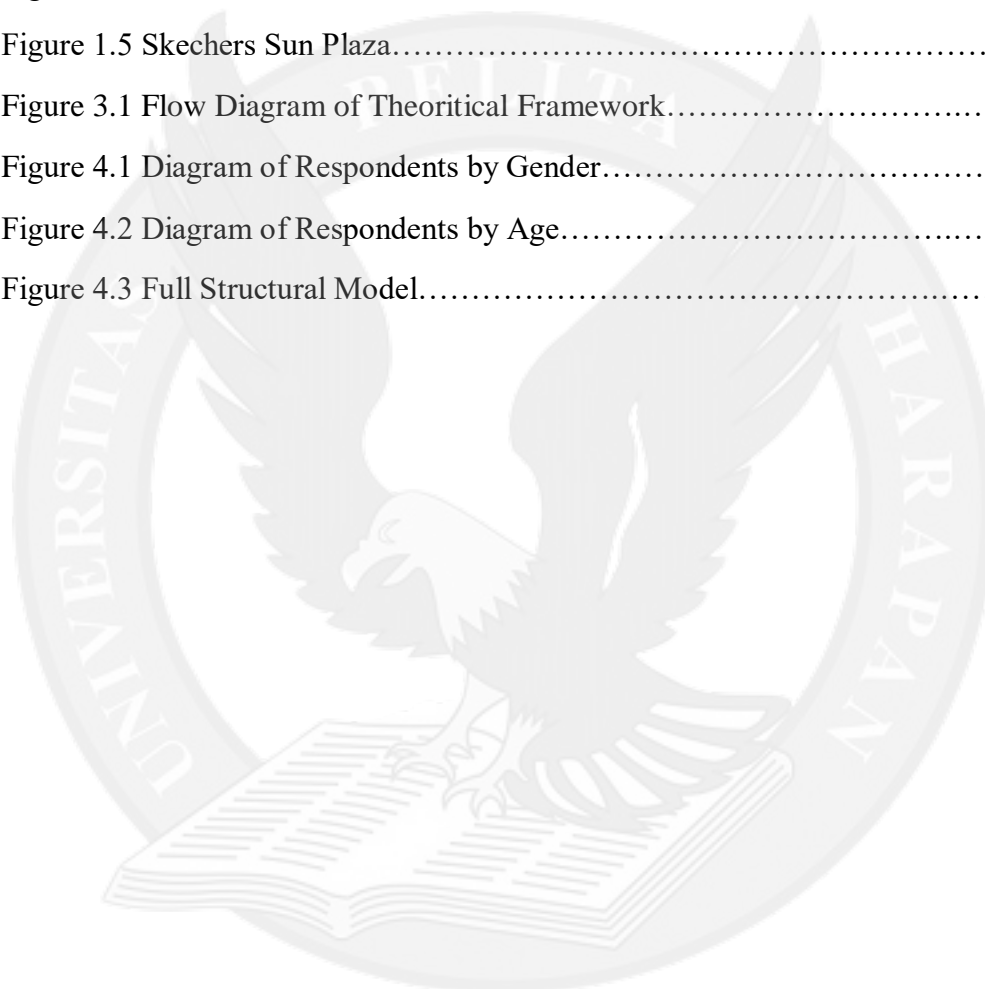
2.1.7	The Influence of Sales Promotion Towards Customer Buying Decision	29
2.1.8	The Influence of Price Towards Customer Buying Decision	30
2.1.9	The Influence of Quality Product Towards Customer Buying Decision	30
2.1.10	The Influence of Location Towards Customer Buying Decision	30
2.2	Previous Research	31
2.3	Hypothesis Development	36
2.4	Research Model	37
2.5	Framework of Thinking	38
CHAPTER III RESEARCH METHODOLOGY		42
3.1	Research Design	42
3.2	Population and Sample	43
3.2.1	Population	43
3.2.2	Sample	43
3.3	Data Collection Method	45
3.3.1	Primary Data	45
3.3.2	Secondary Data	46
3.4	Operational Variable Definition and Variable Measurement	47
3.5	Data Analysis Method	49
3.5.1	Realibility Test	55
CHAPTER IV DATA ANALYSIS AND DISCUSSION		56
4.1	General View of Skechers Medan	56
4.2	Data Analysis	56
4.2.1	Descriptive Statistic	57
4.2.2	Descriptive Variable Analysis	67
4.2.3	Result of Data Quality Testing	78
4.2.4	Full Structural Equation Modeling Analysis	84
4.2.5	Reliability Test	86
4.2.6	Hypothesis Testing Result	87
4.3	Discussion	91
CHAPTER V CONCLUSION		104
5.1	Conclusion	104

5.1.1	Conclusion for Hypotheses	105
5.1.2	Conclusion for Research Problem	109
5.2	Implication	110
5.2.1	Theoretical Implication	110
5.2.2	Managerial Implication	111
5.3	Recommendation	116
REFERENCES		117
APPENDIX A.....		A-1
APPENDIX B.....		B-1
APPENDIX C.....		C-1
APPENDIX D.....		D-1
APPENDIX E.....		E-1



LIST OF FIGURES

Figure 1.1 Skechers at Centre Point Medan.....	4
Figure 1.2 Skechers Promotion.....	5
Figure 1.3 Skechers Product Price.....	6
Figure 1.4 Skechers Product Shoe.....	7
Figure 1.5 Skechers Sun Plaza.....	8
Figure 3.1 Flow Diagram of Theoretical Framework.....	53
Figure 4.1 Diagram of Respondents by Gender.....	60
Figure 4.2 Diagram of Respondents by Age.....	61
Figure 4.3 Full Structural Model.....	86



LIST OF TABLES

Table 3.1 Operationalization of Research Variable.....	49
Table 3.2 The Conversion Results into Equation of the Construct Measurement Model.....	53
Table 4.1 Respondents by Gender.....	59
Table 4.2 Respondents by Age.....	60
Table 4.3 Degree of Assessment of Each Variable.....	61
Table 4.4 Respondent's Response toward Sales Promotion (SP).....	62
Table 4.5 Respondent's Response toward Price (PR)	63
Table 4.6 Respondent's Response toward Quality Product (QP)	65
Table 4.7 Respondent's Response toward Location (LO)	66
Table 4.8 Respondent's Response toward Buying Decision (BD)	68
Table 4.9 Respondent Distribution Answer toward Sales promotion (SP).....	69
Table 4.10 Respondent Distribution Answer toward Price (PR)	71
Table 4.11 Respondent Distribution Answer toward Quality product (QP).....	73
Table 4.12 Respondent Distribution Answer toward Location (LO)	76
Table 4.13 Respondent Distribution Answer toward Buying Decision (BD).....	78
Table 4.14 Goodness of Fit Index.....	81
Table 4.15 test Result of Data Normality.....	82
Table 4.16 Descriptive Statistics of Z-score.....	83
Table 4.17 Mahalanobis Distance.....	85
Table 4.18 Feasibility Testing Index.....	87
Table 4.19 Regression Weights Full Structural Equation Model.....	87
Table 4.20 Reliability Test.....	89
Table 4.21 Hypothesis Testing Result.....	90
Table 4.22 Sales Promotion Indicators.....	95
Table 4.23 Price Indicators.....	98
Table 4.24 Quality Products Indicators.....	100

Table 4.25 Location Indicators.....	103
Table 4.26 Customer Buying Decision Indicators.....	104
Table 5.1 Hypothesis Testing Result.....	107
Table 5.2 Theoretical Implication.....	113
Table 5.3 Managerial Implication.....	117



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE

APPENDIX B: DATA TABULATION

APPENDIX C: DESCRIPTIVE STATISTICAL TEST RESULTS

APPENDIX D: STRUCTURAL EQUATION MODEL TEST RESULT

APPENDIX E: TURNITIN TEST RESULT

