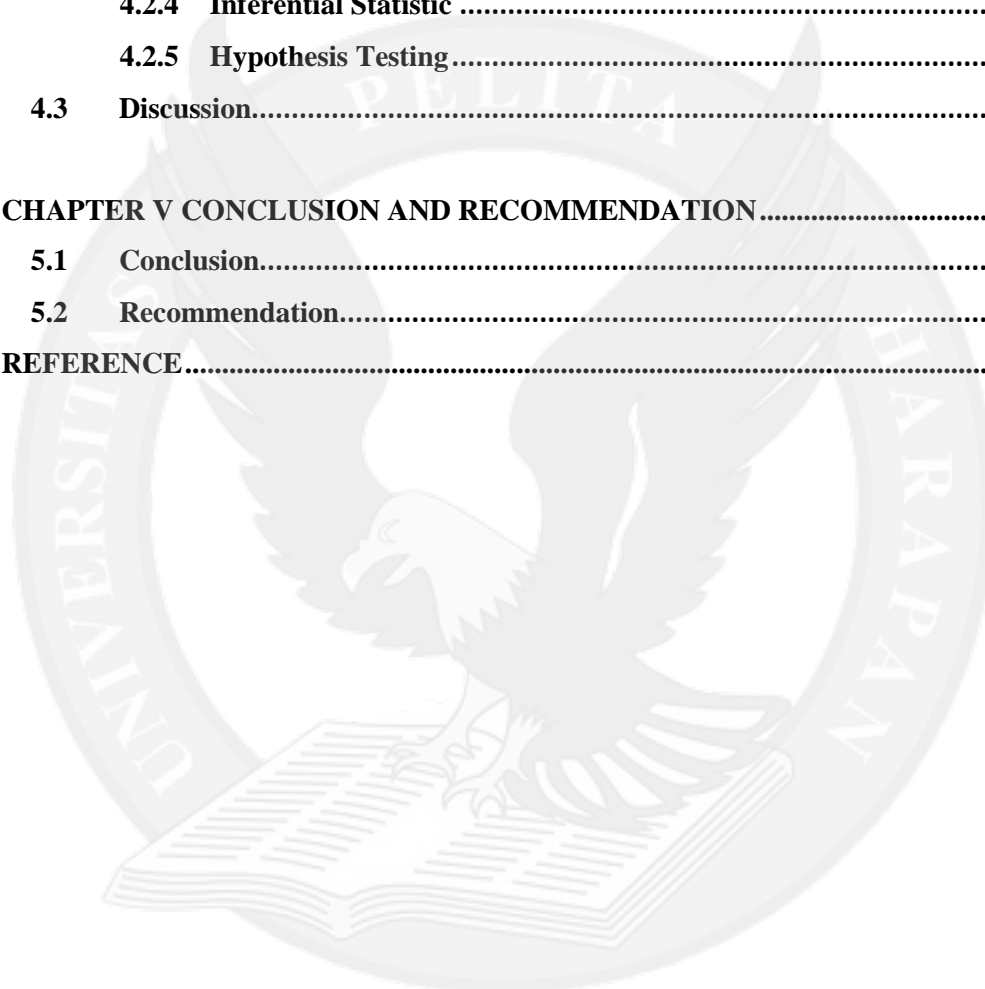


TABLE OF CONTENT

TITLE PAGE	i
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT.....	v
ABSTRAK	vi
PREFACE.....	vii
TABLE OF CONTENT.....	ix
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDIX	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of 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
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit.....	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .	11
2.1 Definition of Marketing.....	11
2.2 Theory of Brand Image	12
2.2.1 Definition of Brand Image	12
2.2.2 Brand Image Indicator	15
2.2.3 Brand Image Dimension	16
2.3 Service Quality	18
2.3.1 Definition of Service Quality	18
2.3.2 Characteristic of Service Quality	19
2.3.3 Service Quality Dimension	20

2.4	Customer Satisfaction	22
2.4.1	Definition of Customer Satisfaction	22
2.4.2	Factor that Affects Customer Satisfaction.....	23
2.4.3	Customer Satisfaction Measurement.....	25
2.5	The Relationship between Brand Image and Customer Satisfaction	28
2.6	The Relationship between Service Quality and Customer Satisfaction	29
2.7	The Relationship between Brand Image and Service Quality on Customer Satisfaction.....	30
2.8	Previous Research	31
2.9	Hypothesis Development	33
2.10	Research Model.....	33
2.11	Framework of Thinking	34
CHAPTER III RESEARCH METHODOLOGY		35
3.1	Research Design	35
3.2	Population and Sample.....	36
3.2.1	Population.....	36
3.2.2	Sample	36
3.3	Data Collection Method.....	37
3.4	Operational Variable Definition and Variable Measurement	38
3.4.1	Operational Variable Definition.....	38
3.4.2	Variable Measurement.....	40
3.5	Data Analysis Method	41
3.5.1	Instrument Test	41
3.5.2	Classical Assumption Test.....	42
3.5.3	Descriptive Analysis Method.....	44
3.5.4	Multiple Linear Regression Analysis.....	45
3.5.5	Coefficient of Determination	45
3.5.6	Hypothesis Test.....	46
CHAPTER IV RESEARCH RESULT AND DISCUSSION		48
4.1	General View of “Research Object.....	48
4.1.1	General Overview of Telkomsel	48

4.1.2	Telkomsel Purpose, Vision, Mission, and Core Value	49
4.1.3	Telkomsel Service Center.....	50
4.2	Research Result.....	51
4.2.1	Research Instrument Test	51
4.2.2	Descriptive Statistic	53
4.2.3	Classical Assumption Test Result.....	70
4.2.4	Inferential Statistic	74
4.2.5	Hypothesis Testing.....	76
4.3	Discussion.....	78
CHAPTER V CONCLUSION AND RECOMMENDATION		84
5.1	Conclusion.....	84
5.2	Recommendation.....	84
REFERENCE.....		86



LIST OF FIGURES

Figure 2.1 Research Model.....	33
Figure 2.2 Framework of Thinking.....	34
Figure 4.1 Histogram of Normality Test.....	71
Figure 4.2 P-Plot of Normality Test.....	71
Figure 4.3 Scatterplot Heteroscedasticity Test.....	73



LIST OF TABLES

Table 1.1 Customer of PT Telekomunikasi Selular (Telkomsel) in 2017-2020	3
Table 1.2 Data Traffic of PT Telekomunikasi Selular (Telkosel) in 2017-2020	3
Table 2.1 Previous Research	31
Table 3.1 Operational Variable	38
Table 3.2 Variable Measurement	40
Table 4.1 Telkomsel Service Center	50
Table 4.2 Validity Test Result on Brand Image	51
Table 4.3 Validity Test Result on Service Quality	51
Table 4.4 Validity Test Result on Customer Satisfaction	51
Table 4.5 Reliability Test Result	52
Table 4.6 Respondent Gender	53
Table 4.7 Respondent Age	53
Table 4.8 Respondent Occupation	54
Table 4.9 Respondent Responses on Question 1	55
Table 4.10 Respondent Responses on Question 2	55
Table 4.11 Respondent Responses on Question 3	56
Table 4.12 Respondent Responses on Question 4	56
Table 4.13 Respondent Responses on Question 5	57
Table 4.14 Respondent Responses on Question 6	57
Table 4.15 Respondent Responses on Question 7	58
Table 4.16 Respondent Responses on Question 1	59
Table 4.17 Respondent Responses on Question 2	59
Table 4.18 Respondent Responses on Question 3	60
Table 4.19 Respondent Responses on Question 4	61
Table 4.20 Respondent Responses on Question 5	61
Table 4.21 Respondent Responses on Question 6	62
Table 4.22 Respondent Responses on Question 1	62
Table 4.23 Respondent Responses on Question 2	63
Table 4.24 Respondent Responses on Question 3	64
Table 4.25 Respondent Responses on Question 4	64
Table 4.26 Respondent Responses on Question 5	65
Table 4.27 Respondent Responses on Question 6	65
Table 4.28 Respondent Responses on Question 7	66
Table 4.29 Table Interval	67
Table 4.30 Respondents Responses Towards Brand Image (X1)	67
Table 4.31 Descriptive Statistic of Service Quality (X2)	68
Table 4.32 Descriptive Statistic of Customer Satisfaction (Y)	69
Table 4.33 One - Sample Kolmogorov - Smirnov Test	70
Table 4.34 Linearity Test Result for Brand Image	72
Table 4.35 Linearity Test Result for Service Quality	72
Table 4.36 Glesjer Heteroscedasticity Test	73
Table 4.37 Multicollinearity Test	74
Table 4.38 Multiple Linear Regression	74
Table 4.39 Coefficient of Determination of Customer Satisfaction	76
Table 4.40 T-Test Result	76
Table 4.41 F-Test Result	77

LIST OF APPENDIX

APPENDIX A QUESTIONNAIRE	A-1
APPENDIX B PRE-TEST RESPONDENT DATA	B-1
APPENDIX C VALIDITY AND RELIABILITY TEST.....	C-1
APPENDIX D RESPONDENT DATA	D-1
APPENDIX E DESCRIPTIVE STATISTIC.....	E-1
APPENDIX F SPSS DATA RESULT	F-1
APPENDIX G T-TABLE	G-1
APPENDIX H CUSTOMER COMPLAINT	H-1

