

TABLE OF CONTENTS

	page
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	vii
PREFACE	Viii
TABLE OF CONTENTS	x
LIST OF FIGURES	xvii
LIST OF TABLES	xviii
LIST OF APPENDICES	xxi
CHAPTER I INTRODUCTION	
1.1. Background of Study	1
1.2. Problem Limitation	7
1.3. Problem Formulation	8
1.4. Objective of Research	8
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

2.1. Theoretical Background.....	11
2.1.1. Marketing	11
2.1.1.1. Definition of Marketing	11
2.1.1.2. Marketing Mix	12
2.1.2. Promotion Mix	13
2.1.2.1. Definition of Promotion Mix	14
2.1.2.2. Elements of Promotion Mix	14
2.1.3. Sales Promotion	15
2.1.3.1. Definition of Sales Promotion	15
2.1.3.2. The Importance of Sales Promotion	16
2.1.3.3. The Purpose of Sales Promotion	18
2.1.3.4. The Strategy of Sales Promotion	19
2.1.3.5. Types of Sales Promotion	20
2.1.3.6. Factors Affecting Sales Promotion	22
2.1.4. Service Quality	29
2.1.4.1. Definition of Service Quality	29
2.1.4.2. The Importance of Service Quality	30
2.1.4.3. The Dimensions of Service Quality	31
2.1.4.4. The Gaps in Service Quality	35
2.1.5. Customer Purchase Decision	37
2.1.5.1. Definition of Customer Purchase Decision	37
2.1.5.2. Purchase Decision Process: A Five-stage Model	38
2.1.6. The Influence of Sales Promotion and Service Quality on Customer Purchase Decision	40
2.2. Previous Research	42
2.3. Hypothesis Development	44
2.4. Research Model	45
2.5. Framework of Thinking	46

CHAPTER III RESEARCH METHODOLOGY

3.1. Research Design	48
3.2. Population and Sample	48
3.2.1. Research Location and Time	48
3.2.2. Population	49
3.2.3. Sample	49
3.3. Data Collection Method	51
3.3.1. Primary Data	51
3.3.2. Secondary Data	52
3.4. Operational Definition and Variable Measurement	52
3.5. Data Analysis Method	53
3.5.1. Descriptive Statistics	54
3.5.2. Research Instrument Test	57
3.5.2.1. Validity Test	57
3.5.2.2. Reliability Test	57
3.5.3. Classical Assumption Test	58
3.5.3.1. Normality Test	58
3.5.3.2. Heteroscedasticity Test	58
3.5.3.3. Multicollinearity Test	59
3.5.3.4. Linearity Test	59
3.5.4. Regression Analysis	60
3.5.4.1. Multiple Linear Regression Analysis	60
3.5.5. Coefficient of Determination Test	61
3.5.6. F-Test	62
3.5.7. T-Test	63

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1. General View of PT. Cakrabuana Tetap Jaya	65
4.1.1. History of PT. Cakrabuana Tetap Jaya.	65
4.1.2. Vision and Mission of PT. Bank Mayapada International, Tbk.	66

4.1.3. PT. Cakrabuana Tetap Jaya's Organization Structure	66
4.1.4. Job Description	67
4.2. Research Result	70
4.2.1. Descriptive Statistics	71
4.2.1.1. Characteristics of Respondents	71
4.2.1.1.1 Overview of Respondents by Gender	71
4.2.1.1.2 Overview of Respondents by Age Group	72
4.2.1.1.3 Overview of Respondents by Customer Status	74
4.2.1.1.4 Overview of Respondents by Buying Frequency ...	75
4.2.1.1.5 Responses of Respondents	76
4.2.1.1.6 Descriptive Analysis of the Variables	80
4.2.2 Research Instrument Test	89
4.2.2.1 Validity Test Result	89
4.2.2.2 Reliability Test Result	91
4.2.3 Classical Assumption Test	93
4.2.3.1 Normality Test	93
4.2.3.2 Heteroscedasticity Test	94
4.2.3.3 Multicollinearity Test	96
4.2.3.4 Linearity Test	97
4.2.4 Regression Analysis	98
4.2.4.1 Multiple Linear Regression Analysis	98
4.2.5 Coefficient of Determination Test	99
4.2.6 F-Test	100
4.2.7 T-Test	100

LIST OF FIGURES

	page
Figure 1.1 The Proportion of Snack Consumption in Indonesia by Age Group	2
Figure 2.1 The 4Ps of Marketing	12
Figure 2.2 The Stages of Product Life Cycle	28
Figure 2.3 The Five Stages of Consumer Buying Process	38
Figure 2.4 Research Model.....	45
Figure 2.5 Framework of Thinking	46
Figure 4.1 Products	65
Figure 4.2 Organization Structure	67
Figure 4.3 Respondent Gender Classification Pie Chart.....	72
Figure 4.4 Respondents' Age Classification Pie Chart	73
Figure 4.5 Overview of Respondents by Customer Status Pie Chart.....	74
Figure 4.6 Overview of Respondents by Buying Frequency Pie Chart.....	75
Figure 4.7 P-Plot Result of Normality Test	94
Figure 4.8 Scatterplot Test of Heteroscedasticity	94

LIST OF TABLES

	page
Table 1.1 Products of PT. Cakrabuana Tetap Jaya	3
Table 1.2 Annual Sales of PT. Cakrabuana Tetap Jaya.....	6
Table 2.1 Previous Research	42
Table 3.1 Types of Sampling Method	50
Table 3.2 Likert Scale Options	52
Table 3.3 Operationalization of Research Variables.....	53
Table 3.4 Rules of Thumb for Correlation Coefficient	62
Table 4.1 Respondent Gender Classification Table	72
Table 4.2 Respondents' Age Classification Table.....	73
Table 4.3 Overview of Respondents by Customer Status.....	74
Table 4.4 Overview of Respondents by Buying Frequency.....	75
Table 4.5 The Degree of Variable Assessment.....	76
Table 4.6 Responses of Respondents on Sales Promotion Variable.....	77
Table 4.7 Responses of Respondents on Service Quality Variable	78
Table 4.8 Responses of Respondents on Customer Purchase Decisions Variable	79
Table 4.9 Distribution of Respondents' Answer on Sales Promotion Variable	80
Table 4.10 Distribution of Respondents' Answer on Service Quality Variable	83

Table 4.11 Distribution of Respondents' Answer on Customer Purchase Decisions Variable.....	87
Table 4.12 Table of Validity Test Result for Sales Promotion Variable.....	90
Table 4.13 Table of Validity Test Result for Service Quality Variable	90
Table 4.14 Table of Validity Test Result for Customer Purchase Decisions Variable	91
Table 4.15 Table of Reliability Test Result for Sales Promotion Variable	92
Table 4.16 Table of Reliability Test Result for Service Quality Variable	92
Table 4.17 Table of Reliability Test Result for Customer Purchase Decisions Variable	92
Table 4.18 Normality Test Result.....	93
Table 4.19 Spearman's rho Test of Heteroscedasticity	95
Table 4.20 Multicollinearity Test Result.....	96
Table 4.21 Linearity Test Result between X ₁ and Y	97
Table 4.22 Linearity Test Result between X ₂ and Y	97
Table 4.23 Multiple Linear Regression Test Analysis Result	98
Table 4.24 Coefficient of Determination Test Result	99
Table 4.25 F-Test Result	100
Table 4.26 T-Test Result	101

LIST OF APPENDICES

	pages
APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B: RESPONDENTS' ANSWERS DATATABULATION	B-1
APPENDIX C: SPSS TEST RESULT	C-1
APPENDIX D: T TABLE	D-1
APPENDIX E: R TABLE	E-1
APPENDIX F: RESEARCH STATEMENT LETTER	F-1
APPENDIX G: TURNITIN TEST RESULT	G-1

