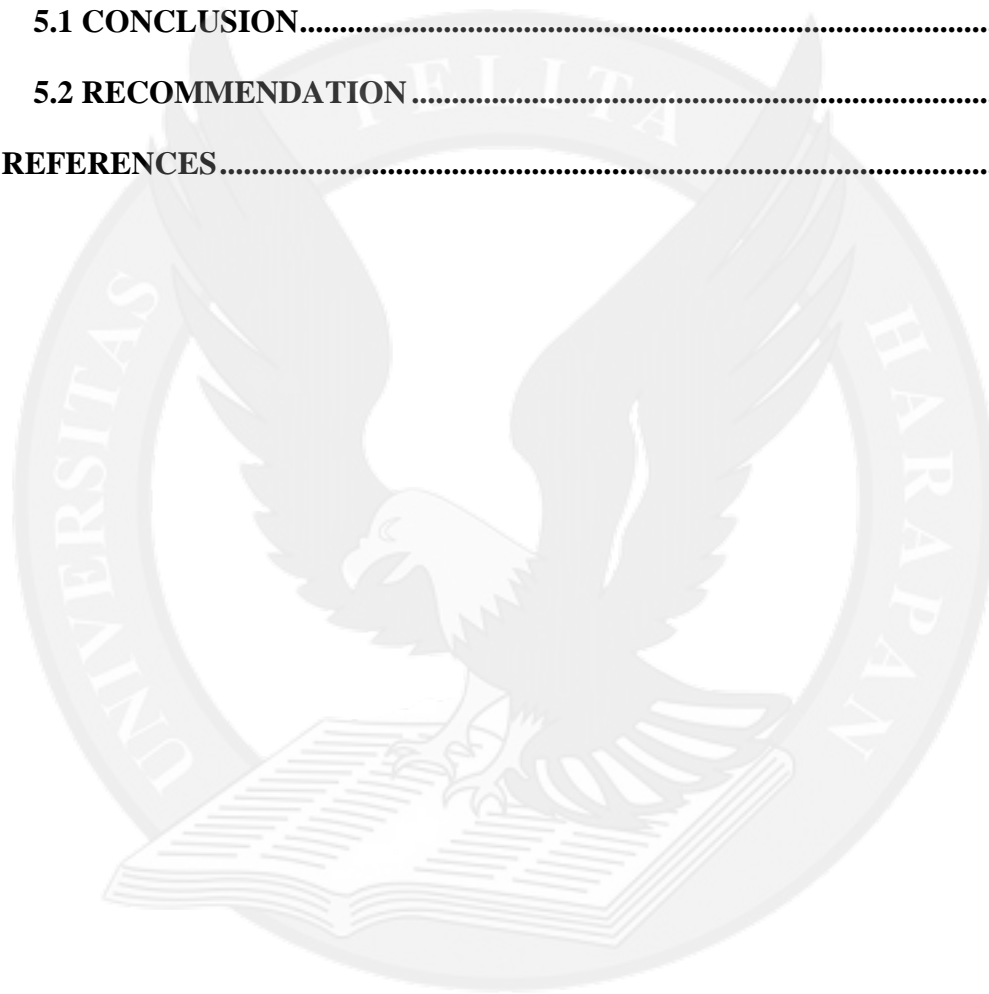


TABLE OF CONTENTS

CHAPTER I.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	9
1.5 Benefits of the Research.....	9
1.5.1 Theoretical Benefits	9
1.5.2 Practical Benefits	10
CHAPTER II.....	11
2.1 Marketing	11
2.1.1 Definition of Marketing	11
2.1.2 Marketing Mix	12
2.2 Customer Purchase Decision.....	13
2.2.1 Definition of Customer Purchase Decision.....	13
2.2.2 Factor Affecting Customer Purchase Decision	14
2.2.3 Indicator of Customer Purchase Decision.....	16
2.3 Store Atmosphere.....	18
2.3.1 Definition of Store Atmosphere	18
2.3.2 Indicator of Store Atmosphere	19
2.4 Promotion	24
2.4.1 Definition of Promotion	24
2.4.2 Indicator of Promotion	25
2.5 Relationship between Store Atmosphere and Customer Purchase Decision	26
2.6 Relationship between Promotion and Customer Purchase Decision....	27
2.7 Relationship among Store Atmosphere, Promotion and Customer	

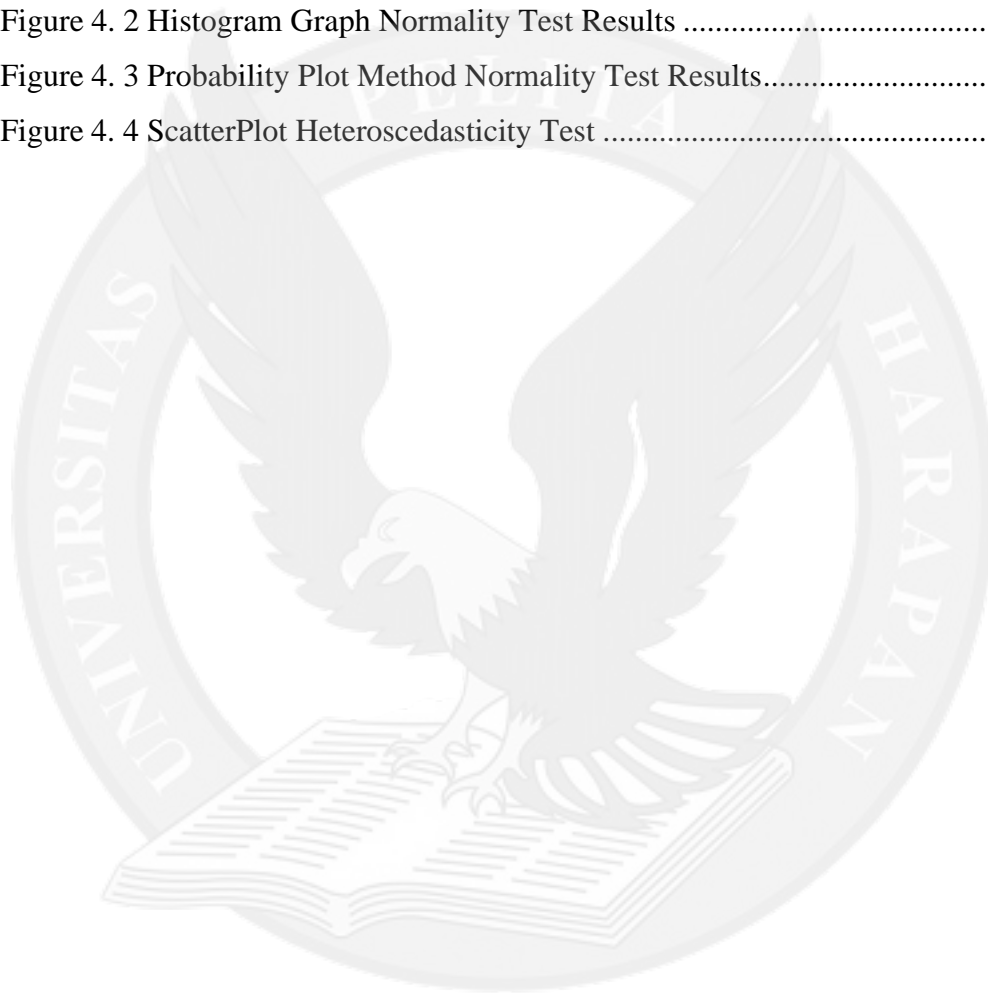
Purchase Decision.....	28
2.8 Previous Research	29
2.9 Hypothesis Development	30
2.10 Research Model	31
2.11 Framework of Thinking	32
CHAPTER III.....	33
3.1 Research Design	33
3.2 Population and Sample	34
3.2.1 Population	34
3.2.2 Sample.....	34
3.3 Data Collection Method.....	36
3.4 Operational Variable Definition and Variable Measurement	36
3.4.1 Operational Definition	36
3.4.2 Variable Measurement	39
3.5 Data Analysis Method.....	39
3.5.1 Test of Research Instrument.....	39
3.5.2 Descriptive Statistic	40
3.5.3 Classical Assumption Tests.....	41
3.5.4 Multiple Linear Regression Analysis.....	42
3.5.5 Hypothesis Test.....	43
CHAPTER IV.....	45
4.1 General View of Research Object.....	45
4.1.1 Brief Overview of Miniso Sun Plaza Medan	45
4.1.2 Vision Mission	46
4.2 Research Results.....	47
4.2.1 Result of Research Instrument Tests.....	47
4.2.2. Descriptive Statistic	49
4.2.3 Result of Data Quality Testing.....	68
4.2.4 Result of Hypothesis Testing	73

4.3 DISCUSSION	75
4.3.1 The Influence of Store Atmosphere and Promotion towards Customer Purchase Decision	75
4.3.2 The Influence of Store Atmosphere towards Customer Purchase Decision.....	76
4.3.3 The Influence of Promotion towards Customer Purchase Decision	77
CHAPTER V	79
5.1 CONCLUSION.....	79
5.2 RECOMMENDATION	79
REFERENCES.....	83



LIST OF FIGURES

Figure 1. 1 Miniso Store in Sun Plaza Medan.....	4
Figure 1. 2 Top Brand Index for Accessories Store in Indonesia	4
Figure 2. 1 Framework of Thinking.....	32
Figure 4. 1 Miniso Logo	45
Figure 4. 2 Histogram Graph Normality Test Results	69
Figure 4. 3 Probability Plot Method Normality Test Results.....	69
Figure 4. 4 ScatterPlot Heteroscedasticity Test	72



LIST OF TABLES

Table 3. 1 Operational Variable X ₁ (Store Atmosphere)	37
Table 3. 2 Operational Variable X ₂ (Promotion)	37
Table 3. 3 Operational Variable Y (Customer Purchase Decision)	38
Table 3. 4 Likert Scale	39
Table 3. 5 Parameter of Multicollinearity	42
Table 4. 1 Validity Test for Store Atmosphere Variable	47
Table 4. 2 Validity Test for Promotion Variable	47
Table 4. 3 Validity for Customer Purchase Decision Variable	48
Table 4. 4 Reliability Test Result.....	49
Table 4. 5 The Respondents' Identity Based on Gender.....	50
Table 4. 6 The Respondents' Based on Age	50
Table 4. 7 The Respondents' Identity Based on Frequency of Purchase.....	51
Table 4. 8 The Respondents' Answer on Variable X1 Q1.....	51
Table 4. 9 The Respondents' Answer on Variable X1 Q2.....	52
Table 4. 10 The Respondents' Answer on Variable X1 Q3.....	53
Table 4. 11 The Respondents' Answer on Variable X1 Q4.....	53
Table 4. 12 The Respondents' Answer on Variable X1 Q5.....	54
Table 4. 13 The Respondents' Answer on Variable X1 Q6.....	54
Table 4. 14 The Respondents' Answer on Variable X2 Q1.....	55
Table 4. 15 The Respondents' Answer on Variable X2 Q2.....	56
Table 4. 16 The Respondents' Answer on Variable X2 Q3.....	56
Table 4. 17 The Respondents' Answer on Variable X2 Q4.....	57
Table 4. 18 The Respondents' Answer on Variable X2 Q5.....	58
Table 4. 19 The Respondents' Answer on Variable X2 Q6.....	58
Table 4. 20 The Respondents' Answer on Variable X2 Q7.....	59
Table 4. 21 The Respondents' Answer on Variable X2 Q8.....	59
Table 4. 22 The Respondents' Answer on Variable X2 Q9.....	60
Table 4. 23 The Respondents' Answer on Variable X2 Q10.....	60
Table 4. 24 The Respondents' Answer on Variable Y Q1.....	61
Table 4. 25 The Respondents' Answer on Variable Y Q2.....	62

Table 4. 26 The Respondents' Answer on Variable Y Q3.....	62
Table 4. 27 The Respondents' Answer on Variable Y Q4.....	63
Table 4. 28 The Respondents' Answer on Variable Y Q5.....	63
Table 4. 29 The Respondents' Answer on Variable Y Q6.....	64
Table 4. 30 The Respondents' Answer on Variable Y Q7.....	65
Table 4. 31 The Respondents' Answer on Variable Y Q8.....	65
Table 4. 32 The Respondents' Answer on Variable Y Q9.....	66
Table 4. 33 The Respondents' Answer on Variable Y Q10.....	66
Table 4. 34 Descriptive Statistic	67
Table 4. 35 Store Atmosphere Variable Questions Mean.....	67
Table 4. 36 Promotion Variable Questions Mean.....	68
Table 4. 37 Customer Purchase Decision Variable Questions Mean.....	68
Table 4. 38 Kolmogorov-Smirnov Test Result.....	70
Table 4. 39 Multicollinearity Test.....	71
Table 4. 40 Multiple Linear Regression Analysis Result	72
Table 4. 41 Coefficient Determination Test.....	73
Table 4. 42 t Test.....	74
Table 4. 43 F Test.....	75

LIST OF APPENDICES

APPENDIX A : Research Questionnaire	A-1
APPENDIX B: Questionnaire Data Tabulation (Pre-Test).....	B-1
APPENDIX C: Questionnaire Data Tabulation (Main-Test).....	C-1
APPENDIX D: Result of Validity and Reliability for Pre-Test	D-1
APPENDIX E: SPSS Result	E-1
APPENDIX F: R Table.....	F-1
APPENDIX G: T Table	G-1

