

TABLE OF CONTENTS

SKRIPSI.....	1
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	XIII
LIST OF TABLES	XV
LIST OF APPENDICES.....	XVII
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM LIMITATION	5
1.3 PROBLEM FORMULATION.....	6
1.4 OBJECTIVE OF RESEARCH.....	6
1.5 BENEFITS OF THE RESEARCH.....	7
1.5.1 THEORETICAL BENEFITS	7
1.5.2 PRACTICAL BENEFITS	7
2.1 THEORITICAL BACKGROUND	8
2.1.1 MARKETING	8
2.1.1.1 Definition of Marketing.....	8
2.1.2 PROMOTION.....	9
2.1.2.1 Definition of Promotion.....	9
2.1.2.2 The Indicators of Promotion.....	10
2.1.2.3 The Influence of Promotion Towards Purchasing Decision	11
2.1.2.4 Types of Promotion.....	11
2.1.3 SERVICE QUALITY.....	12
2.1.3.1 Definition of Service Quality.....	12
2.1.3.2 The Indicators of Service Quality.....	13
2.1.3.3 The Influence of Service Quality Towards Purchasing Decision	14
2.1.4 PURCHASING DECISION	14
2.1.4.1 Definition Of Purchasing Decision	14
2.1.4.2 The Indicators of Purchasing Decision	15

2.1.4.3 Factors That Influence Purchasing Decision.....	16
2.2 PREVIOUS RESEARCH.....	17
2.3 HYPOTHESIS DEVELOPMENT	18
2.4 RESEARCH MODEL	19
2.5 FRAMEWORK OF THINKING.....	20
3.1 RESEACH DESIGN	22
3.2 POPULATION AND SAMPLE.....	23
3.2.1 POPULATION.....	23
3.2.2 SAMPLE.....	23
3.3 DATA COLLECTION METHOD	24
3.3.1 PRIMARY DATA	24
3.3.2 SECONDARY DATA	25
3.4 OPERATIONAL VARIABLE DEFINITION AND VARIABLE MEASUREMENTS.....	26
3.4.1 OPERATION VARIABLE DEFINITION.....	26
3.5 DATA ANALYSIS METHOD	27
3.5.1 DESCRIPTIVE STATISTIC ANALYSIS METHOD	27
3.5.2 RESEARCH INSTRUMENT TEST	29
3.5.3 CLASSICAL ASSUMPTION TEST.....	30
3.5.4 MULTIPLE LINEAR REGRESSION TEST	32
3.5.5 COEFFICIENT OF DETERMINATION (R^2).....	33
3.5.6 COEFFICIENT OF CORELLATION (R).....	33
3.5.6 HYPOTHESIS TEST.....	34
4.1 PT. SERDANG PERMAI MANDIRI	36
4.1.1 BRIEF HISTORY OF PT SERDANG PERMAI MANDIRI.....	36
4.1.2 VISION AND MISSION STATEMENT OF PT SERDANG PERMAI MANDIRI.	36
4.1.3 ORGANIZATIONAL STRUCTURES	37
4.1.4 JOB DESCRIPTION	38
4.2 RESEARCH RESULT.....	40
4.2.1 PRE-TEST	40
4.2.1.1 Validity Test	42
4.2.1.2 Reliability Test	43
4.2.2 DESCRIPTIVE STATICs	44
4.2.2.1 Characteristics of Respondent.....	44
4.2.2.2 Respondent's Respones	48
4.2.2.3 Explanations of Respondent's on Each Variable.....	51
4.2.3 RESULT OF DATA QUALITY TESTING.....	56
4.2.3.1 Classical Assumption Test Result.....	56
4.2.4 MULTIPLE LINEAR REGRESSION ANALYSIS	61

4.2.4.1 Regression Equation	61
4.2.4.3 Coefficient of Determination (R^2).....	62
4.2.4.2 Coefficient of Correlation	63
4.2.4.4 Hypothesis Test Result	64
4.3 DISCUSSION	66
5.1 CONCLUSION.....	70
5.2 IMPLICATION.....	71
5.2.1 THEORITICAL IMPLICATION.....	71
5.2.2 MANAGERIAL IMPLICATION.....	71
5.3 RECOMMENDATION	71



LIST OF FIGURES

FIGURE 2.1 RESEACH MODEL.....	22
FIGURE 2.2 FRAMEWORK THINKING.....	23
FIGURE 4.1 STRUCTURE ORGANIZATION OF PT SERDANG PERMAI MANDIRI.....	40
FIGURE 4.2 DIAGRAM OF RESPONDENTS BASED ON GENDER.....	48
FIGURE 4.3 DIAGRAM OF RESPONDENTS BASED ON AGE.....	49
FIGURE 4.4 DIAGRAM OF RESPONDENT BASED ON MARITAL STATUS.....	50
FIGURE 4.5 DIAGRAM OF RESPONDENTS BASED ON OCCUPATION.....	51
FIGURE 4.6 DIAGRAM OF RESPONDENTS BASED ON INCOME.....	52
FIGURE 4.7 NORMAL P-PLOT OF NORMALITY TEST.....	62
FIGURE 4.8 HISTOGRAM OF NORMALITY TEST.....	63
FIGURE 4.9 SCATTERPLOT OF HETEROSCEDASTICITY TEST.....	64

LIST OF TABLES

Table 1.1 Comparison between PT. Serdang Permai Mandiri and Its Competitor (PT. Suluh Pembangunan Sejahtera).....	4
Table 1.2 Data of Purchasing Decision in PT Serdang Permai Mandiri.....	5
Table 2.1 Previous Research.....	20
Table 3.1 Likert Scale Table.....	27
Table 3.2. Questionnaire Design.....	27
Table 3. 3 Operational Variable Definition and Indicators.....	29
Table 3.4 Coefficient of Correlation Scale.....	36
Table 4.1 Respondent's Characteristics (N=30).....	44
Table 4.2 Validity Test Result for Variable X1 at PT Serdang Permai Mandiri.....	45
Table 4.3 Validity Test Result for Variable X2 at PT Serdang Permai Mandiri.....	45
Table 4.4 Validity Test Result for Variable Y at PT Serdang Permai Mandiri.....	46
Table 4.5 Reliability test Result for Promotion (X1), Service Quality (X2), and Purchasing Decision (Y).....	46
Table 4.6 Degree of Assessment of Each Variable.....	53
Table 4.7 Respondent's Responses Towards Promotion.....	53
Table 4.8 Respondent's Responses Towards Service Quality.....	54
Table 4.9 Respondent's Responses Towards Purchasing Decision.....	55
Table 4.10 Distribution of Respondent's Responses on Promotion.....	56
Table 4.11 Distribution of Respondent's Responses on Service Quality.....	58
Table 4.12 Distribution of Respondent's Responses Towards Purchasing Decision.....	60
Table 4.13 One-Sample Kolmogorov-Smirnov Test.....	61
Table 4.14 Tolerance Value and VIF.....	63
Table 4.15 Glejser Test.....	65
Table 4.16 Multiple Linear Regression Analysis.....	66

Table 4.17 Coefficient of Determination (R^2).....	67
Table 4.18 Coefficient of Correlation (r).....	68
Table 4.19 F test.....	69
Table 4.20 T test.....	69



LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : RESPONDENT DATA FROM PRE-TEST.....	B-1
APPENDIX C : RESULT OF VALIDITY AND RELIABILITY TEST FROM PRE-TEST.....	C-1
APPENDIX D : RESPONDENT'S DATA FROM MAIN TEST.....	D-1
APPENDIX E : DATA CALCULATION RESULT USING SPSS V.25.....	E-1
APPENDIX F : R TEST DISTRIBUTION TABLE.....	F-1
APPENDIX G : T TEST DISTRIBUTION TABLE.....	G-1

