

TABLE OF CONTENT

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	v
ABSTRACT.....	vi
ABSTRAK.....	vii
PREFACE	viii
TABLE OF CONTENT	x
TABLE OF FIGURE	xiii
TABLE OF TABLE	xiv
TABLE OF APPENDIX	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation	6
1.3 Problem Formulation	7
1.4 Objective of the Research.....	7
1.5 Benefit of the research.....	8
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT....	9
2.1 Marketing	9
2.2 Advertising.....	11

2.3	Brand Image.....	14
2.4	Service Quality	17
2.5	Customer Purchase decision	21
2.6	The relationship of advertising on customer purchase decision	24
2.7	The relationship of Brand Image on customer purchase decision	24
2.8	The relationship of Service Quality on customer purchase decision.....	25
2.9	The relationship of Advertising, Brand Image, and Service Quality on customer purchase decision	26
2.10	Previous research.....	27
2.11	Hypothesis Development	28
2.12	Research Model.....	29
2.13	Framework of thinking.....	30
CHAPTER III RESEARCH METHODOLOGY		31
3.1	Research Design.....	31
3.2	Population and sample	32
3.3	Data Collection Methods.....	34
3.4	Operational Definition and Variable Measurement	37
3.5	Data Analysis Method.....	39
3.6	Descriptive Statistic.....	41
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....		47
4.1	General View of PT Sumber Medika Indonesia	47

4.2 Research result	49
4.3 Classic Assumption Test	70
4.4 Discussion	80
CHAPTER V CONCLUSION	90
5.1 Conclusion	90
5.2 Recommendation	92
BIBLIOGRAPHY	93
APPENDIX.....	1

TABLE OF FIGURE

Figure 2.1 Research Model	29
Figure 2.2 Framework of thinking	30
Figure 4.5 P-plot of Normality Test Customer Purchase Decision.....	72
Figure 4.6 Heteroscedasticity Scatter Plot Test	73

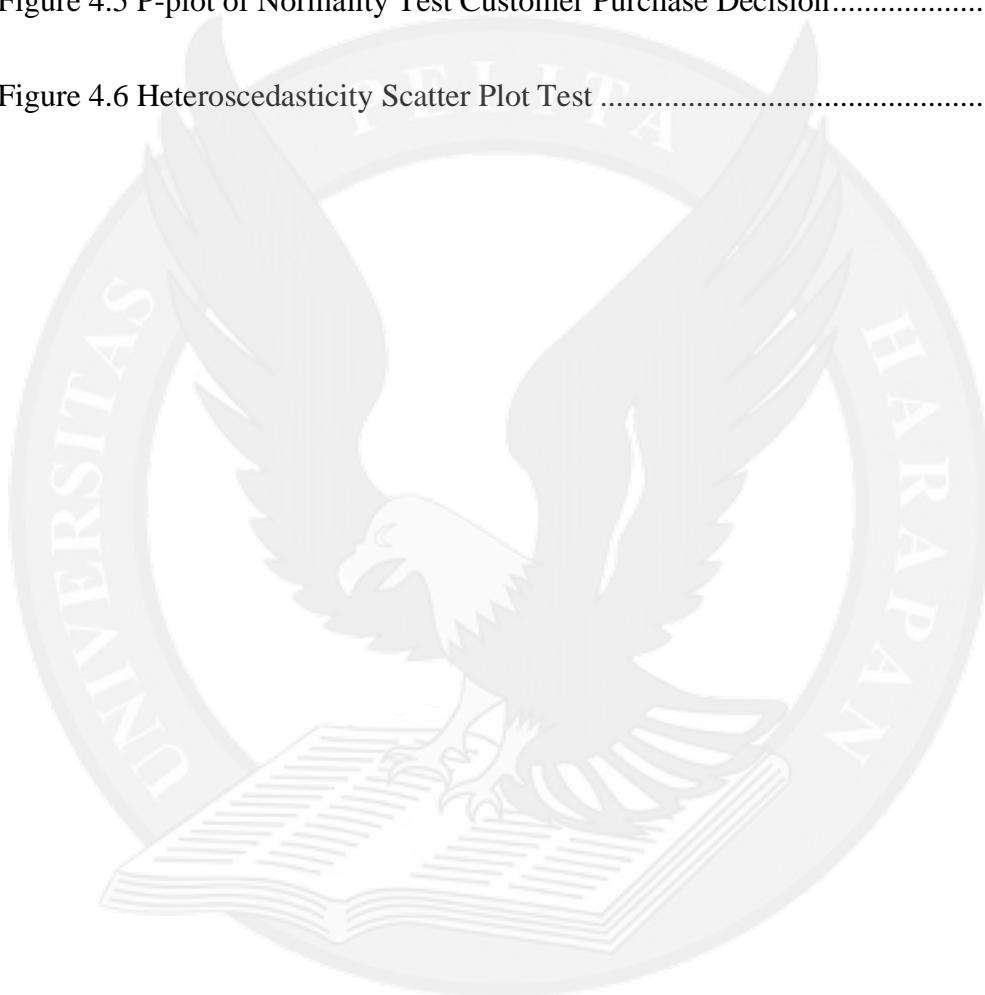


TABLE OF TABLE

Table 1.1 The number of customers at PT Sumber Medika Indonesia	2
Table 1.2 Product comparison of PT Sumber Medika Indonesia	4
Table 1.3 The number of service complaints at PT Sumber Medika Indonesia	5
Table 2.1 Previous Research.....	27
Table 3.1 Questionnaire Design.....	35
Table 3.2 Definition of Operational Variable	38
Table 3.3 Likert 1-5 Scale Answer and Score.....	39
Table 4.1 Validity Test for Brand Image	49
Table 4.2 Validity Test for Brand image	50
Table 4.3 Validity Test for Service Quality	50
Table 4.4 Validity Test for Customer Purchase Decision.....	50
Table 4.5 Reliability Test.....	51
Table 4.6 Characteristic of Respondent Based on Gender.....	51
Table 4.7 Characteristic of Respondent Based on employment	52
Table 4.8 Characteristic of Respondent Based on age.....	52
Table 4.9 Characteristic of Respondent Based on Domicile.....	53
Table 4.10 Question 1 Advertising Respondent Answer	54

Table 4.11 Question 2 Advertising Respondent answer	55
Table 4.12 Question 3 Advertising Respondent answer	55
Table 4.13 Question 1 Brand Image Respondent answer	56
Table 4.14 Question 2 Brand Image Respondent answer	57
Table 4.15 Question 3 Brand Image Respondent answer	57
Table 4.16 Question 1 Service Quality Respondent answer	58
Table 4.17 Question 2 Service Quality Respondent answer	58
Table 4.18 Question 3 Service Quality Respondent answer	59
Table 4.19 Question 4 Service Quality Respondent answer	60
Table 4.20 Question 5 Service Quality Respondent answer	60
Table 4.21 Question 1 Customer Purchase Decision Respondent answer	61
Table 4.22 Question 2 Customer Purchase Decision Respondent answer	62
Table 4.23 Question 1 Customer Purchase Decision Respondent answer	63
Table 4.24 Question 4 Customer Purchase Decision Respondent answer	63
Table 4.25 Value of Degree	64
Table 4.26 Descriptive Statistic Calculation for Advertising (X_1)	65
Table 4.27 Descriptive Statistic Calculation for Brand Image (X_2).....	66
Table 4.28 Descriptive Statistic Calculation for Service Quality (X_3)	67

Table 4.29 Descriptive Statistic Calculation for Customer Purchase Decision (Y)	69
Table 4.30 Tolerance Value and VIF.....	71
Table 4.31 Kolmogorov Smirnov for PT Sumber Medika Indonesia	71
Table 4.32 Spearman Test Correlation.....	73
Table 4.33 Advertising Linearity Test	74
Table 4.34 Brand Image Linearity Test	74
Table 4.35 Service quality Linearity Test.....	75
Table 4.36 Multiple Linear Regression Test.....	76
Table 4.37 Coefficient of Determination Test	77
Table 4.38 T-Test Output.....	78
Table 4.39 F-Test Output	79

TABLE OF APPENDIX

APPENDIX A : QUESTIONAIRE KUESIONER PELANGGAN DI PT SUMBER MEDIKA INDONESIA DI MEDAN	A - 1
APPENDIX B : PRE-TEST DATA TABULATION	B - 1
APPENDIX C : PRE-TEST DATA QUALITY ANALYSIS USING.....	C - 1
APPENDIX D : FULL SAMPLING DATA TABULATION	D - 1
APPENDIX E : DATA CALCULATION RESULT USING SPSS 25.00	E - 1
APPENDIX F : RESEARCH MODEL TESTING	F - 1
APPENDIX G : TURNITIN REPORT.....	G - 1