

TABLE OF CONTENTS

COVER 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 CONTENT	x
-------------------------------	----------

LIST OF FIGURES	xiv
------------------------------	------------

LIST OF TABLES.....	xv
----------------------------	-----------

LIST OF APPENDICES.....	xviii
--------------------------------	--------------

CHAPTER I INTRODUCTION

1.1 Background of the Study.....	1
1.2 Problem Limitation.....	5
1.3 Problem Formulation.....	6
1.4 The objective of the Research	6
1.5 The benefit of the Research.....	7
1.5.1 Theoretical Benefit	7
1.5.2 Practical Benefit	7

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background.....	9
2.1.1 Marketing	9
2.1.1.1 Definition of Marketing.....	9

2.1.1.2	Marketing Mix	10
2.1.1.3	Factors Affecting Marketing Strategy	16
2.1.2	Perceived Risk	18
2.1.2.1	Definition of Perceived Risk	18
2.1.2.2	Strategies of Perceived Risk	19
2.1.2.3	How to Reduce Perceived Risk.....	21
2.1.2.4	Indicator of Perceived Risk	23
2.1.3	Perceived Value	24
2.1.3.1	Definition of Perceived Risk	24
2.1.3.2	Strategies to Improve Perceived Value	25
2.1.3.3	Indicator of Perceived Value	26
2.1.4	Product Quality	27
2.1.4.1	Definition of Product Quality.....	27
2.1.4.2	Important of Product Quality.....	28
2.1.4.3	Important of Product Quality.....	29
2.1.4.4	Important of Product Quality.....	30
2.1.4.5	Important of Product Quality.....	31
2.1.5	Customer Satisfaction.....	32
2.1.5.1	Definition of Customer Satisfaction	32
2.1.5.2	Types of Customer Satisfaction.....	33
2.1.5.3	Types of Customer Satisfaction.....	34
2.1.5.4	Improve of Customer Satisfaction	35
2.1.5.5	Improve of Customer Satisfaction	37
2.1.6	The Influence of Perceived Risk on Customer Satisfaction	37
2.1.7	The Influence of Perceived Value on Customer Satisfaction	38
2.1.8	The Influence of Product Quality on Customer Satisfaction	38
2.2	Hypothesis Development	38

2.3	Previous Research	39
2.4	Research Model.....	40
2.5	Framework of Thinking	42

CHAPTER III RESEARCH METHODOLOGY

3.1.	Research Design	43
3.2.	Population and Sample	44
3.3.	Data Collection Method.....	44
3.4.	Operational Variable Definition and Variable Measurement.....	46
3.5	Data Analysis Method	48
3.5.1	Test of Research Instrument	48
3.5.1.1	Validity Test.....	48
3.5.1.2	Reliability Test	48
3.5.2	Data Analysis.....	49
3.5.2.1	Descriptive Analysis	49
3.5.3	Classic Assumption Test	50
3.5.3.1	Normality Test.....	50
3.5.3.2	Multicollinearity Test	51
3.5.3.3	Heteroscedasticity Test	52
3.5.3.4	Linearity Test	53
3.5.4	Multiple Linear Regression	53
3.5.5	Coefficient of Determination (R^2) Test	54
3.5.6	Hypothesis Testing.....	54
3.5.6.1	Simultaneously Hypothesis Test (f-Test).....	54
3.5.6.2	Partial Hypothesis Test (t-Test).....	55

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General Review of PT. Mulia Tani Jaya, Medan	56
-----	--	----

4.1.1	Brief Overview PT. Mulia Tani Jaya, Medan.....	56
4.1.2	Organizational Structure.....	57
4.1.3	Test of Research Instrument	61
4.1.3.1	Validity Test	61
4.1.3.2	Reliability Test.....	65
4.1.4	Descriptive Statistic.....	66
4.1.4.1	Respondent Characteristics	66
4.1.4.2	Explanation of Respondents on Research Variable	68
4.1.4.3	Descriptive Statistic.....	79
4.1.5	Result of Data Quality Testing	83
4.1.5.1	Classical Assumption Test	83
4.1.6	Multiple Linear Regression Analysis	89
4.1.7	Determination Test.....	90
4.1.8	Result of Hypothesis Testing	91
4.1.8.1	Partial Test (t-Test).....	91
4.1.8.2	Simultaneous Test (f-Test)	92
4.2	General Review of PT. Mulia Tani Jaya, Medan	93
CHAPTER V CONCLUSION		
5.1	Conclusion	104
5.2	Recommendation.....	105
REFERENCES		107

LIST OF FIGURES

Figure 2.1 The Four P Components of the Marketing Mix	11
Figure 2.2 Research Model	41
Figure 2.3 Framework of Thinking	42
Figure 4.1 Organizational Structure of PT Mulia Tani Jaya, Medan	57
Figure 4.2 Characteristics of Respondents by Gender.....	66
Figure 4.3 Characteristics of Respondents by Age.....	67
Figure 4.4 Characteristics of Respondents by Number of Purchase Transactions in 2021	68
Figure 4.5 Normality Test of Histograms	83
Figure 4.6 Normality Test of P-P Plots.....	84
Figure 4.7 Heteroscedasticity Test	86

LIST OF TABLES

Table 1.1 CPO customer Data of PT Mulia Tani Jaya, Medan.....	2
Table 1.2 Customer Complaint Data of PT Mulia Tani Jaya, Medan January 2021- December 2021.....	4
Table 2.1 Previous Research	39
Table 3.1 Operational Definition and Variable Measurement	46
Table 3.2 Operational Definition and Variable Measurement	46
Table 3.3 Operational Definition and Variable Measurement	47
Table 3.4 Operational Definition and Variable Measurement	47
Table 4.1 Test Results for the Validity of Perceived Risk (X_1)	62
Table 4.2 Test Results for the Validity of Perceived Value (X_2).....	62
Table 4.3 Test Results for the Validity of Product Quality (X_3).....	63
Table 4.4 Test Results for the Validity of Customer Satisfaction (Y).....	64
Table 4.5 Test Results for the Reliability of Perceived Risk	65
Table 4.6 Test Results for the Reliability of Perceived Value	65
Table 4.7 Test Results for the Reliability of Product Quality	65
Table 4.8 Test Results for the Reliability of Customer Satisfaction	65
Table 4.9 Perceived Risk Variable (X_1) - Question 1.....	68
Table 4.10 Perceived Risk Variable (X_1) - Question 2.....	69
Table 4.11 Perceived Risk Variable (X_1) - Question 3.....	69
Table 4.12 Perceived Risk Variable (X_1) - Question 4.....	69
Table 4.13 Perceived Risk Variable (X_1) - Question 5.....	70
Table 4.14 Perceived Risk Variable (X_1) - Question 6.....	70
Table 4.15 Perceived Risk Variable (X_1) - Questionnaire 7	70
Table 4.16 Perceived Risk Variable (X_1) - Question 8	71
Table 4.17 Perceived Value Variable (X_2) - Question 1	71
Table 4.18 Perceived Value Variable (X_2) - Question 2.....	72
Table 4.19 Perceived Value Variable (X_2) - Question 3.....	72
Table 4.20 Perceived Value Variable (X_2) - Question 4.....	72

Table 4.21 Perceived Value Variable (X_2) – Question 5	73
Table 4.22 Perceived Value Variable (X_2) – Question 6	73
Table 4.23 Perceived Value Variable (X_2) – Question 7	73
Table 4.24 Perceived Value Variable (X_2) – Question 8	74
Table 4.25 Product Quality Variable (X_3) - Question 1.....	74
Table 4.26 Product Quality Variable (X_3)- Question 2	75
Table 4.27 Product Quality Variable (X_3)- Question 3	75
Table 4.28 Product Quality Variable (X_3)- Question 4	75
Table 4.29 Product Quality Variable (X_3)- Question 5.....	76
Table 4.30 Product Quality Variable (X_3)- Question 6.....	76
Table 4.31 Product Quality Variable (X_3) – Question 7	76
Table 4.32 Product Quality Variable (X_3) – Question 8	77
Table 4.33 Customer Satisfaction Variable (Y) - Question 1	77
Table 4.34 Customer Satisfaction Variable (Y) - Question 2	77
Table 4.35 Customer Satisfaction Variable (Y) - Question 3	78
Table 4.36 Customer Satisfaction Variable (Y) - Question 4	78
Table 4.37 Customer Satisfaction Variable (Y) - Question 5	79
Table 4.38 Customer Satisfaction Variable (Y) - Question 6	79
Table 4.39 The Interval for Perceived Risk, Perceived Value and Product Quality	79
Table 4.40 The Interval for Customer Satisfaction	80
Table 4.41 Descriptive Statistics Variable	80
Table 4.42 Normality Test of Kolmogorov Smirnov	85
Table 4.43 Multicollinearity Test	85
Table 4.44 Heteroscedasticity Test.....	87
Table 4.45 Linearity Test of Perceived Risk and Customer Satisfaction	87
Table 4.46 Linearity Test of Perceived Value and Customer Satisfaction	88
Table 4.47 Linearity Test of Product Quality and Customer Satisfaction	88
Table 4.48 Multiple Linear Regression Analysis	89
Table 4.49 Determination Test	90
Table 4.50 Partial Test	91

Table 4.51 Simultaneously Test	93
--------------------------------------	----



LIST OF APPENDICES

Appendix A-1 Kuesioner Penelitian.....	A-1
Appendix B-1 Pre-Test Data Tabulation	B-1
Appendix C-1 Pre-Test Data Quality Analysis Using	C-1
Appendix D-1 Full Sampling Data Tabulation	D-1
Appendix E-1 Full Sampling Data Tabulation.....	E-1
Appendix F-1 Letter	F-1
Appendix G-1 Turnitin	G-1

