

TABLE OF CONTENT

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ABSTRAK	vi
PREFACE.....	viii
TABLE OF CONTENT.....	x
LIST OF FIGURE	xiii
LIST OF TABLE	xiv
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	14
1.3 Problem Formulation.....	15
1.4 Objective of the Research.....	16
1.5 Benefit of the Research.....	16
1.5.1 Theoretical Benefit	16
1.5.2 Practical Benefit.....	17
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	18
2.1 Literature Review	18
2.1.1 Repurchase Intention.....	18
2.1.2 Customer Satisfaction	19
2.1.3 Merchandise	20
2.1.4 Internal Environment	21

2.1.5	Interaction with Staff	22
2.1.6	Merchandise Variety	22
2.2	Previous Research.....	23
2.3.1	The Influence of Merchandise Towards Customer Satisfaction	29
2.3.2	The Influence of Internal Environment Towards Customer Satisfaction	31
2.3.3	The Influence of Interaction with Staff Towards Customer Satisfaction	32
2.3.4	The Influence of Merchandise Variety Towards Customer Satisfaction	33
2.3.5	The Influence of Customer Satisfaction Towards Repurchase Intention	34
2.4	Research Model	35
2.5	Framework of Thinking.....	36
CHAPTER III RESEARCH METHODOLOGY		37
3.1	Research Design	37
3.2	Population and Sample	38
3.3	Data Collection Method.....	39
3.4	Operational Definition and Variable Measurement.....	41
3.5	Data Analyzing Method.....	42
3.5.1	Instrument Testing	42
3.5.2	Classical Assumption Test.....	44
3.5.3	Data Analysis	46
CHAPTER IV RESEARCH RESULT AND DISCUSSION		54
4.1	General View of Mix & Max Boutique.....	54
4.2	Pre-Test Research Result.....	55
4.2.1	Pre-Test Validity Test.....	55
4.2.2	Pre-Test Reliability Test	56
4.3	Full Sampling Research Result.....	57

4.3.1	Descriptive Statistics.	57
4.3.2	Analysis Descriptive Variable.....	67
4.3.3	Full Sampling Instrument Testing.....	75
4.2.3.1	Full Sampling Validity Test.....	75
4.2.3.2	Full Sampling Reliability Test.....	76
4.3.4	Classic Assumption Test.....	77
4.2.4.1	Normality Test.....	77
4.2.4.2	Linearity Test.....	78
4.2.4.3	Multicollinearity Test.....	79
4.2.4.4	Heteroscedasticity Test.....	80
4.3.5	Inferential Statistics.....	82
4.3.5.1	Linear Regression.....	82
4.3.5.2	Multiple Linear Regression.....	83
4.3.5.3	Correlation Coefficient (R).....	85
4.3.5.4	Determination (R^2).....	85
4.3.6	Hypothesis Testing.....	87
4.4	Discuss.....	92
CHAPTER V CONCLUSION, IMPLICATION, AND RECOMMENDATION.....		104
5.1	Conclusion.....	104
5.2	Recommendation.....	111
REFERENCES.....		120

LIST OF FIGURE

Figure 1. 1 Mix & Max Boutique Logo	4
Figure 1. 2 Instagram Mix & Max Boutique	5
Figure 1. 3 Mix & Max Boutique , Medan Stars Rating.....	7
Figure 1. 4 Mix & Max Boutique , Medan Customer’s Review on Repurchase Intentions	7
Figure 1. 5 Customer Review of Merchandise.....	9
Figure 1. 6 Internal Shop Environment.....	10
Figure 1. 7 Interaction with staff on Mix & Max Boutique	11
Figure 1. 8 Interaction with staff on Mix & Max Boutique	12
Figure 1. 9 Merchandise Variety For Women on Mix & Max Boutique.....	13
Figure 1. 10 Merchandise Variety For Men on Mix & Max Boutique	13
Figure 2. 1 .Result of Previous Research Model.....	26
Figure 2. 2 Result of Previous Research Model.....	26
Figure 2. 3 Research Model	35
Figure 2. 4 Framework of Thinking	36
Figure 4. 1 Diagram of Respondents by Gender.....	58
Figure 4. 2Diagram of Respondents by Age.....	59
Figure 4. 3 P-Plot of Normality Test Customers Satisfaction.....	78
Figure 4. 4P-Plot of Normality Test Repurchase Intention	78
Figure 4. 5 Scatterplot Heteroscedasticity Test Customers Satisfaction.....	81
Figure 4. 6 Scatterplot Heteroscedasticity Test Repurchase Intention	81
Figure 4. 7 Research Model	90

LIST OF TABLE

Table 1. 1 Comparison between Fashion Competitors in Sun Plaza, Medan	5
Table 1. 2 Sales Data Mix & Max Boutique (2017-2021).....	6
Table 2. 1 Comparison of Previous Research	23
Table 3. 1 Questionnaire Design.....	40
Table 3. 2 Operational Definition and Variable Measurement	42
Table 4. 1 Validity Test Result on Merchandise (Mix and Max Boutique Medan).....	55
Table 4. 2 Pre-Test Validity Test Result on Internal Environment	55
Table 4. 3 Pre-Test Validity Test Result on Interaction With Staff.....	55
Table 4. 4 Pre-Test Validity Test Result on Merchandise Variety	55
Table 4. 5 Pre-Test Validity Test Result on Customers Satisfaction.....	55
Table 4. 6 Pre-Test Validity Test Result on Repurchase Intention.....	56
Table 4. 7 Pre-Test Reliability Test	56
Table 4. 8 Respondents by Gender	57
Table 4. 9 Respondents by Age	58
Table 4. 10 Degree of Assessment of Each Variable.....	60
Table 4. 11 Respondents' Responses towards Merchandise	60
Table 4. 12 Respondents' Responses towards Internal Environment.....	61
Table 4. 13 Respondents' Responses towards Interaction with Staff.....	62
Table 4. 14 Respondents' Responses towards Merchandise Variety	63
Table 4. 15 Respondents' Responses towards Customers satisfaction.....	64
Table 4. 16 Respondents' Responses towards Repurchase intention	66
Table 4. 17 Distribution of Respondents' Responses on Merchandise	67
Table 4. 18 Distribution of Respondents' Responses on Internal Shop Environment.....	68
Table 4. 19 Distribution of Respondents' Responses on Interaction with Staff.....	70
Table 4. 20 Distribution of Respondents' Responses on Merchandise Variety	71
Table 4. 21 Distribution of Respondents' Responses on Customer Satisfaction	73
Table 4. 22 Distribution of Respondents' Responses on Repurchase Intention	74
Table 4. 23 Full Sampling Validity Test Result on Merchandise	75

Table 4. 24 Full Sampling Validity Test Result on Internal Environment	75
Table 4. 25 Full Sampling Validity Test Result on Interaction With Staff.....	75
Table 4. 26 Full Sampling Validity Test Result on Merchandise Variety	76
Table 4. 27 Full Sampling Validity Test Result on Customers Satisfaction.....	76
Table 4. 28 Full Sampling Validity Test Result on Repurchase Intention.....	76
Table 4. 29 Full Sampling Reliability Test	76
Table 4. 30 Kolmogorov Smirnov for Mix and Max Boutique Medan	77
Table 4. 31 Linearity Test Result.....	78
Table 4. 32 Tolerance Value and VIF.....	79
Table 4. 33 Spearman Test Correlation.....	81
Table 4. 34 Simple Regression Testing Result	82
Table 4. 35 Multiple Regression Testing Result.....	83
Table 4. 36 Coefficient of Determination Output 1 (R^2)	86
Table 4. 37 Coefficient of Determination Output 2 (R^2)	86
Table 4. 38 F Test Output	87
Table 4. 39 F Test Output	88
Table 4. 40 Validity and Mean Rating of Indicators of Customer Satisfaction at Mix & Max Boutique, Medan.....	96
Table 4. 41 Validity and Mean Rating of Indicators of Internal Environment at Mix & Max Boutique, Medan.....	97
Table 4. 42 Validity and Mean Rating of Indicators of Interaction with Staff at Mix & Max Boutique, Medan.....	99
Table 4. 43 Validity and Mean Rating of Indicators of Merchandise at Mix & Max Boutique, Medan	101
Table 4. 44 Validity and Mean Rating of Indicators of Merchandise Variety at MIX & MAX Boutique, Medan.....	102
Table 5. 1 Theoretical Implication	111
Table 5. 2 Managerial Implication	116

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

