

TABLE OF CONTENTS

Page

SKRIPSI

THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT AIA MEDAN	i
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 CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION	
1.1 Background of the study.....	1
1.2 Problem of Limitation.....	6
1.3 Problem Formulation	6
1.4 Objective of Research.....	6
1.5 Theoretical Benefit	7
CHAPTER II REVIEW OF LITERATURE AND DEVELOPMENT OF HYPOTHESIS	
2.1. Marketing Defined.....	8
2.1.1 Product quality	8

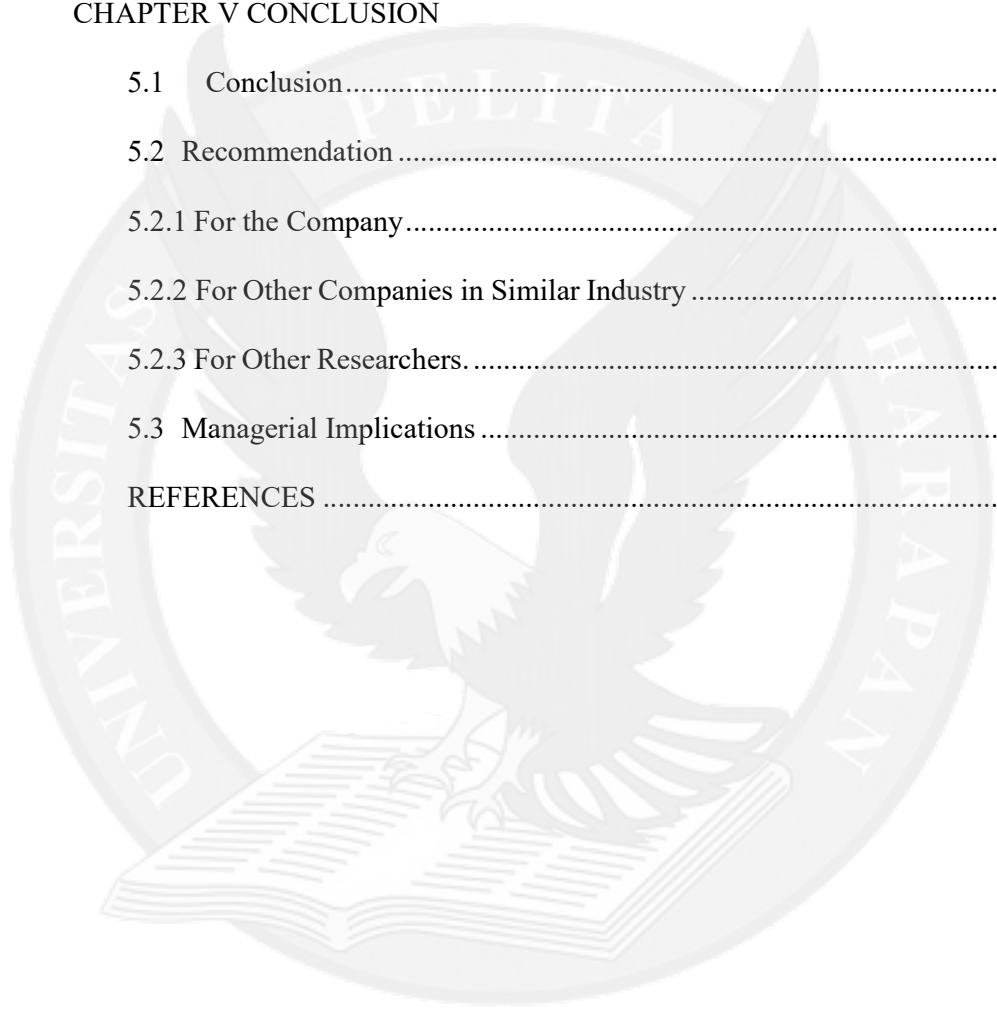
2.1.1.1 Product Quality Defined.....	8
2.1.1.2. Dimensions of Product Quality.....	8
2.1.2. Service quality	9
2.1.2.1. Service Quality Defined.....	9
2.1.1.2. Service Quality Dimensions.....	10
2.1.1.3 Ethics in Service Quality.....	11
2.1.3. Customer satisfaction.....	11
2.1.3.2 Indicator of Customer Satisfaction.....	12
2.1.3.3 Satisfaction Measurement Method Consumer	13
2.2. Previous Research	14
2.3 Hypothesis of Research.....	16
2.4 Model for Research.....	16
2.5. Conceptual Framework.....	18
CHAPTER III METHODOLOGY OF RESEARCH	
3.1 Methods of Investigation	19
3.2 Location, Population, and Sample	20
3.2.2 Population.....	20
3.2.3 Sample.....	20
3.3 Method of Data Collection	22
3.3.1 Primary Data	22
3.3.2 Secondary Data	23
3.4 Operational Variable Definition and Variable Measurement.....	23
3.5 Data Analysis Method.....	25
3.5.1 Descriptive Analysis Method	25
3.5.1.1 Validity Test.....	25

3.5.1.2 Reliability Test	26
3.5.2 Classical Assumption Test	27
3.5.2.1 Normality Test.....	27
3.5.2.2 Multicollinearity Test	27
3.5.2.3 Heteroscedasticity Test.....	28
3.5.2.4 Linearity Test.....	28
3.5.3 Multiple Linear Regression Analysis	28
3.5.4 Coefficient of Correlation (r).....	29
3.5.5 Coefficient of Determination (R ²)	30
3.5.6 Hypothesis Test	31
3.5.7 F-Test	31
3.5.8 T-Test	32

CHAPTER IV RESEARCH RESULT AND DISCUSSION

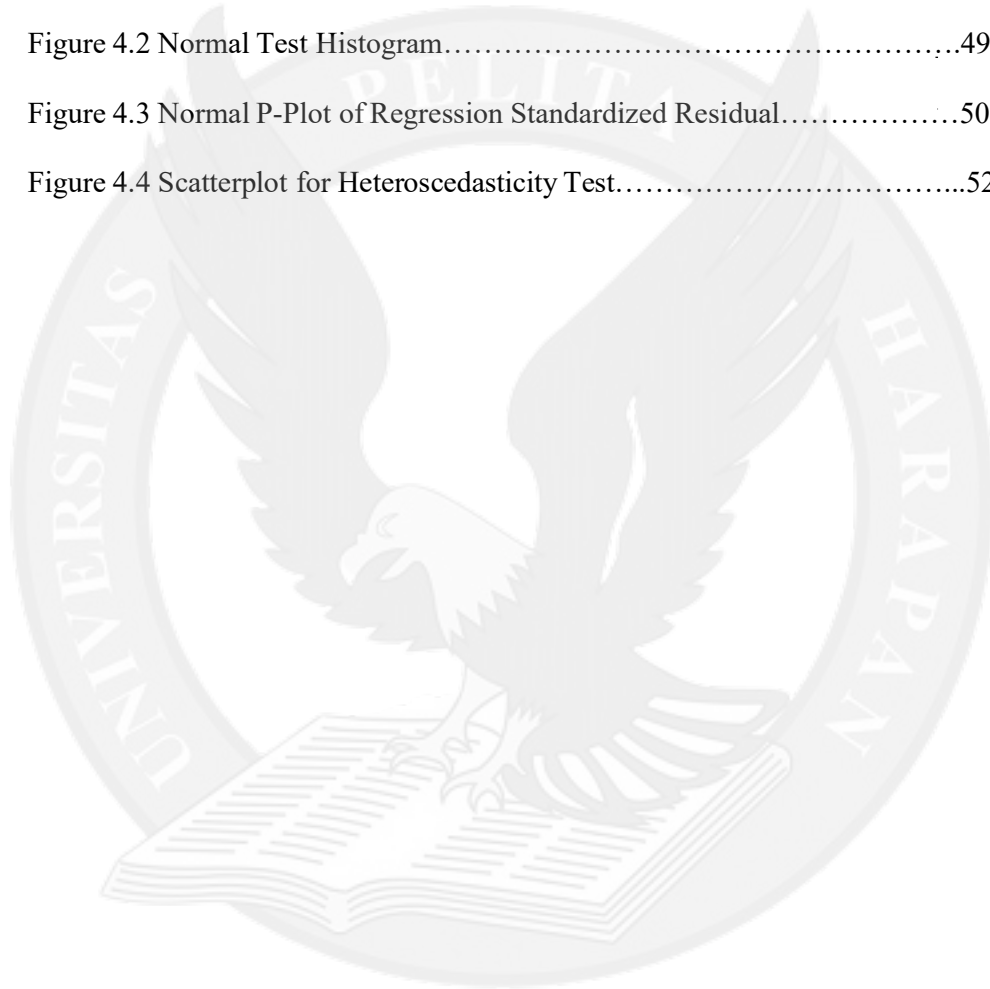
4.1. General View Of Research Object.....	33
4.1.1. Brief History Of Company	33
4.1.2. Vision and Mission.....	35
4.1.3 Organizational Structure of the Company	35
4.1.4 Job Description.....	36
4.2 Research Result.....	37
4.2.1 Descriptive Statistics	41
4.2.1.1 Respondent Characteristics	42
4.2.1.2 Explanation of Respondents on Research Variable	45
4.2.2 Result of Main Data Analysis.....	48
4.2.2.1 Classical Assumption Tests Results in Normality Test.....	48
4.2.2.2 Multiple Linear Regression Analysis	54

4.2.3 Results of Hypothesis Testing	55
4.2.3.1 Coefficient of Determination.....	55
4.2.3.2 Hypothesis Test t-Test	57
4.2.3.3 Hypothesis Test F-Test	59
4.3 Discussion	60
 CHAPTER V CONCLUSION	
5.1 Conclusion.....	63
5.2 Recommendation	64
5.2.1 For the Company.....	64
5.2.2 For Other Companies in Similar Industry	64
5.2.3 For Other Researchers.....	65
5.3 Managerial Implications	65
REFERENCES	67



LIST OF FIGURES

	Page
Figure 1.1 Sales Data for February – July 2022.....	4
Figure 2.1 Model for Research.....	17
Figure 2.2 Conceptual Framework.....	18
Figure 4.1 Organizational Structure of PT AIA.....	35
Figure 4.2 Normal Test Histogram.....	49
Figure 4.3 Normal P-Plot of Regression Standardized Residual.....	50
Figure 4.4 Scatterplot for Heteroscedasticity Test.....	52



LIST OF TABLES

	Page
Table 1.1 Sales Data for February – July 2022	3
Table 2.1 Previous Research.....	14
Table 3.1 Likert scale.....	23
Table 3.2 Operationalization of Research Variables	24
Table 3.3 Coefficient of Correlation	30
Table 4.1 Validity Test Product Quality (Variable X1)	38
Table 4.2 Validity Test Service Quality (Variable X2).....	38
Table 4.3 Validity Test Customer Satisfaction (Variable Y).....	39
Table 4.4 Product Quality Reliability Test (Variable X1)	40
Table 4.5 Service Quality Reliability Test (Variable X2).....	41
Table 4.6 Customer Satisfaction Reliability Test (Variable Y).....	41
Table 4.7 Characteristic Based on Gender	42
Table 4.8 Characteristic Based on Last Education.....	43
Table 4.9 Characteristic Based on Age	43
Table 4. 10 Characteristic Based on Age	44
Table 4. 11 Characteristic Based on Active Customers 3 Years.....	44
Table 4.12 Respondent Answers (X1)	45
Table 4.13 Respondent Answers (X2)	46
Table 4.14 Respondent Answers (Y)	48
Table 4.15 One Kolmogorov Smirnov Test.....	51
Table 4.16 Heteroscedasticity Test.....	51
Table 4.17 Multicollinearity Test.....	53
Table 4.18 Result of Multiple Linear Regression Analysis	54
Table 4.19 Coefficient of Determination	56

Tabel 4.20 Coefficient Correlation Interpretation.....57
Tabel 4. 21 Result of T Test.....58
Tabel 4.22 Result of F Test.....59



LIST OF APPENDICES

	Page
APPENDIX A : Research Questionnaire (in Bahasa Indonesia).....	A-1
APPENDIX B : Research Questionnaire (in English).....	B-1
APPENDIX C : Pre – Test Questionnaire Tabulation.....	C-1
APPENDIX D : Result of Validity and Reliability Test.....	D-1
APPENDIX E : Main Test Questionnaire Tabulation.....	E-1
APPENDIX F : Result of SPSS Data Output.....	F-1
APPENDIX G : r-table.....	G-1
APPENDIX H : F-table.....	H-1

