

TABLE OF CONTENT

COVER PAGE	
TITLE 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 CONTENTS.....	x
LIST OF FIGURES.....	xiii
LIST OF TABLES.....	xiv
LIST OF APPENDICES.....	xvi
CHAPTER I INTRODUCTION	
1.1 Background of The Study.....	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	9
1.4 Objective of the Research.....	9
1.5 Benefit of The Research.....	10
1.5.1 Theoretical Benefit.....	10
1.5.2 Practical Benefit.....	11
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	12
2.1.1 Marketing Campaign.....	12
2.1.1.1. Definition of Marketing Campaign.....	12
2.1.1.2. Purpose of Marketing Campaign.....	13

2.1.1.3.	Factor that Affecting Marketing Campaign.....	16
2.1.1.4.	Planning of Marketing Campaign Strategies.....	22
2.1.1.5.	Marketing Campaign Tools.....	27
2.1.1.6.	Factor in Setting Marketing Campaign	28
2.1.1.7.	Indicator of Marketing Campaign	30
2.1.2	Consumer Brand Identification.....	32
2.1.2.1.	Definition of Consumer Brand Identification.....	32
2.1.2.2.	Element of Consumer Brand Identification.....	33
2.1.2.3.	Advantages of Consumer Brand Identification	34
2.1.2.4.	Type of Consumer Brand Identification	36
2.1.2.5.	Indicators of Consumer Brand Identification	38
2.1.3	Customer Satisfaction	39
2.1.3.1.	Definition of Customer Satisfaction	39
2.1.3.2.	The Way to Increasing Customer Satisfaction	40
2.1.3.3.	The Gap That Decreasing Customer Satisfaction.....	42
2.1.3.4.	Factor of Customer Satisfaction	44
2.1.3.5	Element of Customer Satisfaction	48
2.1.3.6.	Measurement of Customer Satisfaction.....	49
2.1.3.7.	Characteristic of Customer Satisfaction	51
2.1.3.8.	Benefit of Customer Satisfaction.....	51
2.1.3.9.	Driver of Customer Satisfaction	54
2.1.3.10.	Strategy of Customer Satisfaction	55
2.1.3.11.	Indicator of Customer Satisfaction	56
2.1.4.	Repurchase Intention	59
2.1.4.1.	Definition of Repurchase Intention	59
2.1.4.2.	Types of Consumer Repurchase Intention.....	60
2.1.4.3.	Repurchase Intention Process	61
2.1.4.4.	Factors that Influence Repurchase Intention	65
2.1.4.5.	Indicator of Repurchase Intention	71
2.2	Previous Research	72
2.3	Hypothesis Development.....	73

2.4. Research Model	74
2.5 Framework of Thinking.....	75

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design	76
3.2 Population and Sample	77
3.3 Data Collection Method.....	78
3.4 Operational Variable Definition and Variable Measurement.....	80
3.5. Data Analysis Method	80

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View of PT Dipo International Pahala Otomotif	85
4.1.1. Brief History of the Company	85
4.1.2. Vision and Mission	86
4.1.3. Organization Structure of the Company.....	86
4.1.4. Job Description	87
4.2 Research Result	90
4.2.1 Test of Research Instrument.....	90
4.2.1.1. Validity Testing.....	90
4.2.1.2. Reliability Testing	93
4.2.2. Descriptive Statistic	94
4.2.2.1. Explanation of Respondents on Research Variables	96
4.2.3. Result of Data Analysis Research	114
4.2.3.1. Classical Assumption Testing	114
4.2.3.2. Linear Regression Analysis	119
4.2.4. Result of Hypothesis Testing.....	120
4.2.4.1. Determination Testing	120
4.2.4.2. T Testing	121
4.2.4.3. F Testing	122
4.4 Discussion.....	122

CHAPTER V CONCLUSION

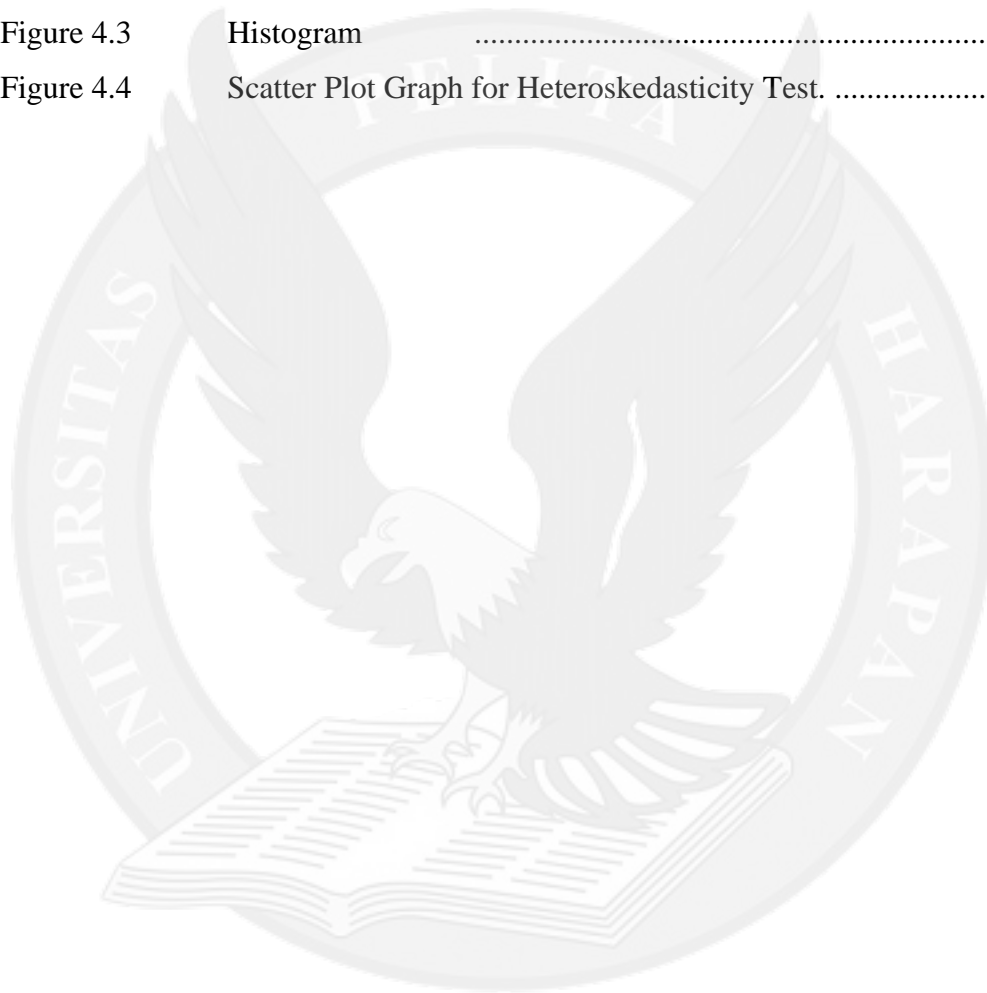
5.1	Conclusion	137
5.2	Recommendation	138
5.2.1.	For the company	138
5.2.2.	For the Other Company with Similar Industry	141
5.2.3.	For the Other Researcher	141

REFERENCES



LIST OF FIGURES

		Page
Figure 2.1	Research Model	74
Figure 2.2	Framework of Thinking	75
Figure 4.1	Organization Structure	87
Figure 4.2	Normality Probability Plot.....	115
Figure 4.3	Histogram	115
Figure 4.4	Scatter Plot Graph for Heteroskedasticity Test.	117



LIST OF TABLES

	Page
Table 1.1	The Sales of Car at Indonesia During January-June 2022..... 3
Table 1.2.	The Revenue for Year 2019-2021..... 4
Table 1.3	The Marketing Campaign. 4
Table 1.4.	The Number of Complaint..... 5
Table 1.5.	The Sales of Mitsubishi Car at the Company for Year 2021.. 5
Table 1.6.	The Importance of The Research of Car Distributors..... 6
Table 2.1	The Result of Previous Research 72
Table 3.1	Definition of Operational Variables 80
Table 4.1	Validity Test of Instrument on Marketing Campaign Variable (X1). 90
Table 4.2	Validity Test of Instrument on Consumer Brand Identification Variable (X2)..... 91
Table 4.3	Validity Test of Instrument on Customer Satisfaction Variable (X3). 92
Table 4.4	Validity Test of Instrument on Repurchase Intention Variable (Y). 92
Table 4.5	Result of Reliability Test for Marketing Campaign (X1)..... 93
Table 4.6	Result of Reliability Test for Consumer Brand Identification (X2). 93
Table 4.7	Result of Reliability Test for Customer Satisfaction (X3). 93
Table 4.8	Result of Reliability Test for Repurchase Intention (Y)..... 93
Table 4.9	Respondent Characteristics based on Gender. 94
Table 4.10	Respondent Characteristics based on Age. 95
Table 4.11	Respondent Characteristics based on Customer Awareness .. 95
Table 4.12.	Respondent Characteristics based on Length Become Customer. 96
Table 4.13.	Respondent Characteristics based on Status of Family. 96
Table 4.14	Results of Each Question of Marketing Campaign. 97
Table 4.15	Results of Each Question of Customer Brand Identification.. 98

Table 4.16	Results of Each Question of Customer Satisfaction.	100
Table 4.17.	Results of Each Question of Repurchase Intention.	102
Table 4.18.	Interval for Mean of Each Variable.	104
Table 4.19	Descriptive Analysis for Each Question for Marketing Campaign.	104
Table 4.20	Descriptive Analysis for Each Question for Consumer Brand Identification.	105
Table 4.21	Descriptive Analysis for Each Question for Customer Satisfaction.	107
Table 4.22	Descriptive Analysis for Each Question for Repurchase Intention.	108
Table 4.23	Mean, Median and Mode Results.	109
Table 4.24.	The Interval for Marketing Campaign Variable.	110
Table 4.25.	The Interval for Consumer Brand Identification Variable.....	111
Table 4.26.	The Interval for Customer Satisfaction Variable.	112
Table 4.27.	The Interval for Repurchase Intention Variable.	113
Table 4.28.	Kolmogorov Smirnov Test.	116
Table 4.29.	Glejser Test.	117
Table 4.30	Multicollinearity Test.	118
Table 4.31.	Linear Regression Analysis.	119
Table 4.32.	Determination Test.	120
Table 4.33.	T Testing.	121
Table 4.34.	F Test.	122

LIST OF APPENDICES

APPENDIX A	QUESTIONNAIRE	A-1
APPENDIX B	KUESIONER	B-1
APPENDIX C	RESPONDENT ANSWER.....	C-1
APPENDIX D	PRETEST DATA	D-1
APPENDIX E	OUTPUT DATA SPSS.....	E-1
APPENDIX F	STATISTIC TABLE.....	F-1

