

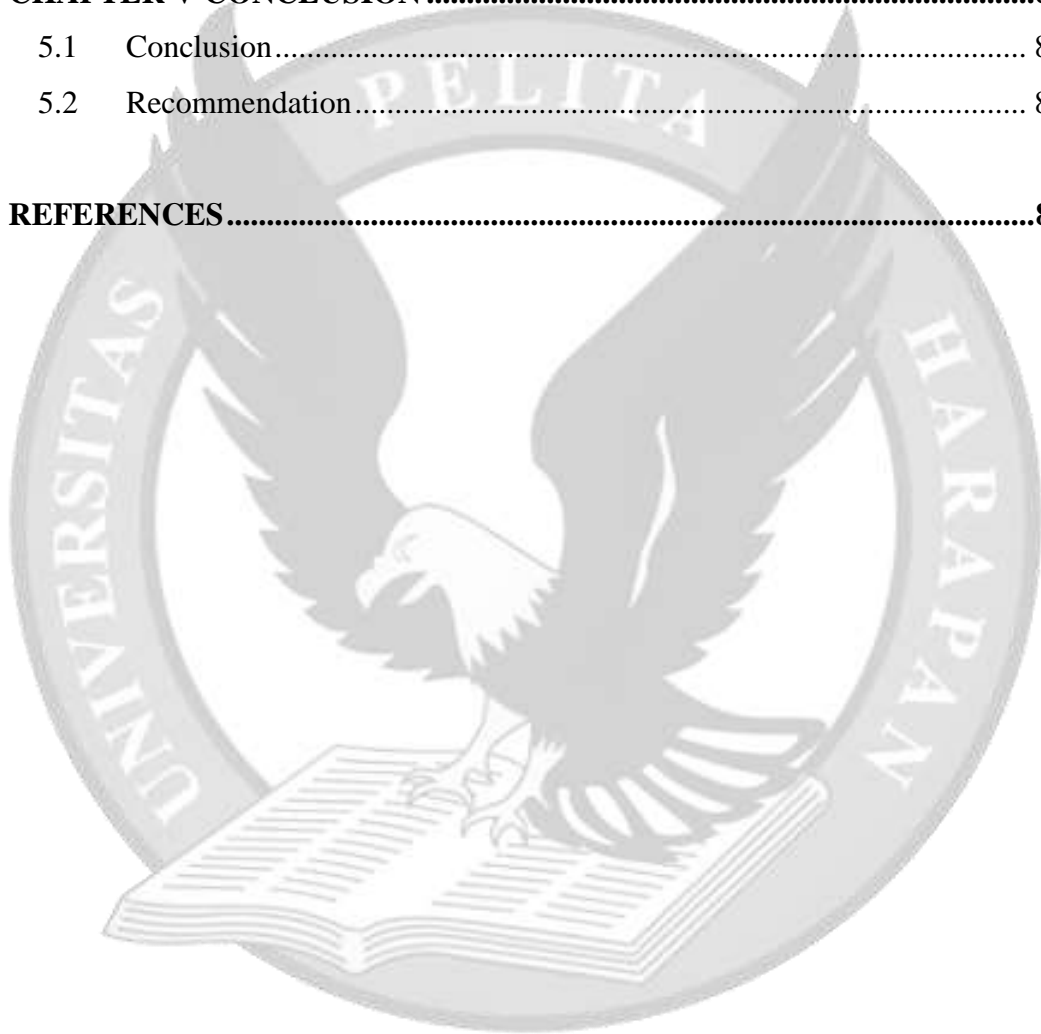
TABLE OF CONTENT

FINAL ASSIGMENT STATEMENTS AND UPLOAD AGREEMENT	
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENT.....	ix
LIST OF FIGURE.....	xiii
LIST OF TABLE.....	xiv
LIST OF APPENDICES.....	xvi
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	7
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	9
1.5 Benefit of the Research.....	9
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit.....	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT.....	11
2.1 Theoretical Background.....	11
2.1.1 Marketing.....	11
2.1.2 Marketing Mix.....	12
2.1.3 Digital Marketing.....	15

2.1.3.1	Definition of Digital Marketing	15
2.1.3.2	Benefit of Digital Marketing.....	15
2.1.3.3	Challenges of Digital Marketing.....	17
2.1.3.4	Indicator of Digital Marketing	17
2.1.4	Service Quality	18
2.1.4.1	Definition of Service Quality.....	18
2.1.1.2	Gap analysis of Service Quality.....	19
2.1.1.3	Service performance	20
2.1.1.4	Indicators of Service Quality	21
2.1.5	Sales Promotion.....	22
2.1.5.1	Definition of Sales Promotion	22
2.1.5.2	Behavioral Underpinnings of Sales Promotions.....	22
2.1.5.3	Type of Sales Promotion.....	24
2.1.5.4	Indicator of Sales Promotion	25
2.1.6	Sales Performance	26
2.1.6.1	Definition of Sales Performance.....	26
2.1.6.2	Analyzed of Sales Performance	27
2.1.6.3	Indicator of Sales Performance	27
2.1.7	The Influence of Digital Marketing on Sales Performance.....	28
2.1.8	The Influence of Service Quality on Sales Performance.....	28
2.1.9	The Influence of Sales Promotion on Sales Performance	28
2.1.10	The Influence of Digital Marketing, Service Quality Sales Promotion and Sales Promotion on Sales Performance	29
2.2	Previous Research	29
2.3	Hypothesis Development.....	31
2.4	Research Model	32
2.5	Framework of Thinking.....	33
CHAPTER III RESEARCH METHODOLOGY		34
3.1.	Research Design	34
3.2.	Population And Sample.....	34

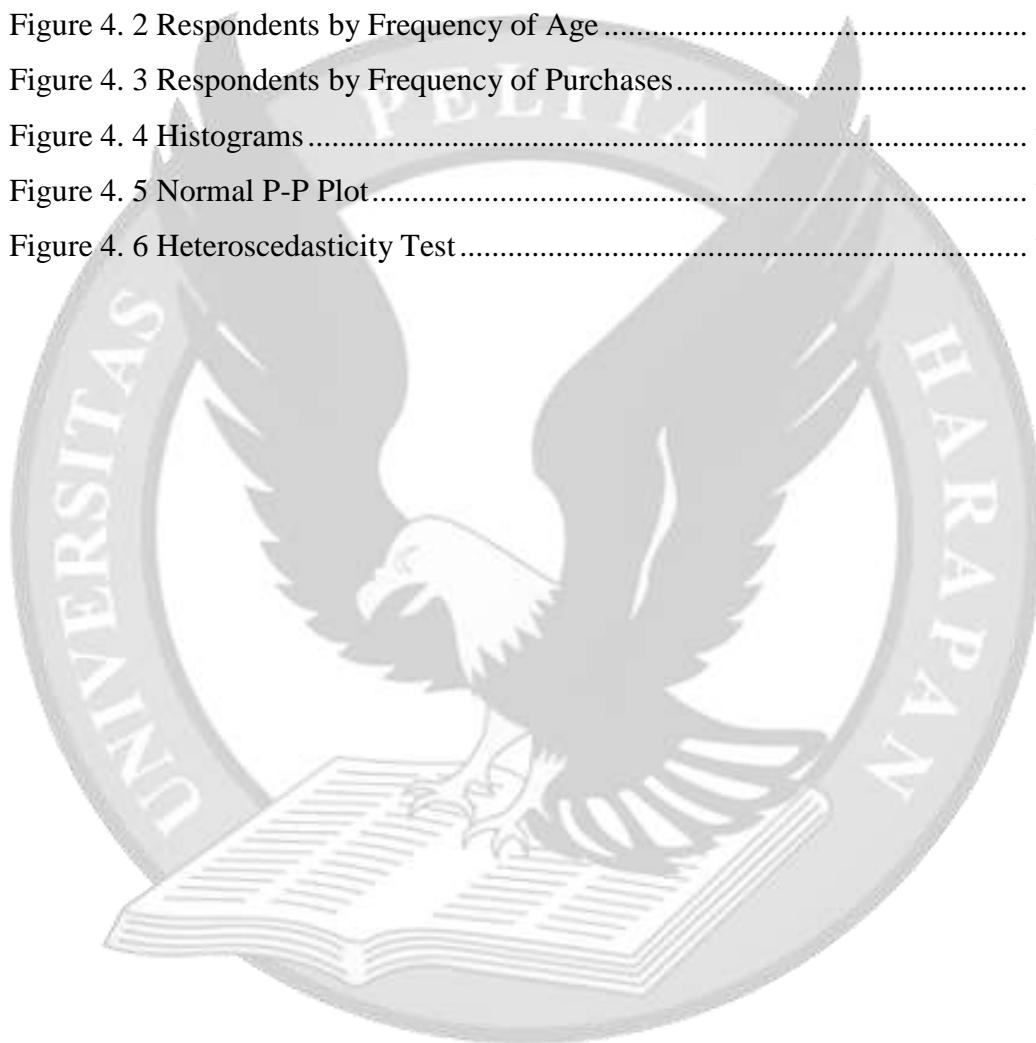
3.2.1.	Research Location and Time	34
3.2.2.	Population	35
3.2.3.	Sample	35
3.3.	Data Collection Method	36
3.4.	Operational Definition and Variable Measurement	38
3.5.	Data Analysis Method	40
3.5.1	Research Instrument Test	40
3.5.2	Descriptive Statistics.....	42
3.5.3	Classical Assumption Test.....	44
3.5.3.1.	Normality Test	45
3.5.3.2.	Multicollinearity Test.....	46
3.5.3.3.	Heteroscedasticity Test	46
3.5.3.4.	Linearity Test	47
3.5.4.	Multiple Linear Regression Analysis	47
3.5.5.	Hypothesis Test.....	48
CHAPTER IV RESEARCH RESULT AND DISCUSSION		51
4.1	General View of PT Bina Catur Marga, Medan.....	51
4.1.1	Bried Overview	51
4.1.2	Organizational Structures of PT Bina Catur Marga, Medan.....	51
4.2	Research Result	52
4.2.1	Test of Research Instrument.....	52
4.2.1.1	Validity test.....	52
4.2.1.2	Reliability Test.....	55
4.2.2	Descriptive Statistics	55
4.2.2.1	Characteristics of the Respondents	55
4.2.2.2	Description of Research Variables	57
4.2.2.3	Respondent Description.....	61
4.2.3	Result of Data Quality Testing.....	71
4.2.3.1	Normality Test	71
4.2.3.2	Heteroscedasticity Test	73

4.2.3.3 Multicollinearity Test.....	76
4.2.3.4 Linearity Test.....	76
4.2.3.5 Multiple Linear Regression Analysis	78
4.2.4 Hypothesis Test	79
4.3 Discussion	81
CHAPTER V CONCLUSION	88
5.1 Conclusion.....	88
5.2 Recommendation.....	89
REFERENCES.....	89



LIST OF FIGURE

Figure 1. 1 Sales Data 2020-2022.....	3
Figure 1. 2 Rating of PT Bina Catur Marga, Medan.....	4
Figure 2. 1 Research Model	32
Figure 2. 2 Framework of Thinking.....	33
Figure 4. 1 Organizational Structure of PT Bina Catur Marga, Medan.....	52
Figure 4. 2 Respondents by Frequency of Age.....	56
Figure 4. 3 Respondents by Frequency of Purchases.....	57
Figure 4. 4 Histograms.....	72
Figure 4. 5 Normal P-P Plot.....	72
Figure 4. 6 Heteroscedasticity Test.....	74



LIST OF TABLE

Table 1. 1 Sales Data.....	2
Table 1. 2Complaint From Customers for PT Bina Catur Marga, Medan.....	6
Table 1. 3 Sales Promotion at PT Bina Catur Marga, Medan (2022)	7
Table 2. 1.Previous Research	29
Table 3 1 Operational Variable	39
Table 3.2 Likert Scale	40
Table 4. 1 Validity Test of Digital Marketing.....	53
Table 4. 2 Validity of Service Quality	53
Table 4. 3 Validity of Sales Promotion.....	54
Table 4. 4 Validity of Sales Performance	54
Table 4. 5 Pre-Test Reliability of Independent and Dependent Variable	55
Table 4. 6 Respondents by Frequency of Age	56
Table 4. 7 Respondents by Frequency of Purchases	56
Table 4. 8 Degree of Assessment of Each Variable.....	58
Table 4. 9 Degree of Assessment of Each Variable.....	58
Table 4. 10 Respondents' Responses towards Digital Marketing	58
Table 4. 11 Respondents' Responses towards Service Quality	59
Table 4. 12 Respondents' Responses towards Sales Promotion.....	60
Table 4. 13Respondents' Responses towards Sales Performance	61
Table 4. 14 Question 1 - Digital Marketing	62
Table 4. 15 Question 2 - Digital Marketing	62
Table 4. 16 Question 3 - Digital Marketing	62
Table 4. 17 Question 4 - Digital Marketing	63
Table 4. 18 Question 5 - Digital Marketing	63
Table 4. 19 Question 6 - Digital Marketing	63
Table 4. 20 Question 1 - Service Quality	64
Table 4. 21 Question 2 - Service Quality	64
Table 4. 22 Question 3 - Service Quality	64
Table 4. 23 Question 5 - Service Quality	65

Table 4. 24 Question 6 - Service Quality	66
Table 4. 25 Question 7 - Service Quality	66
Table 4. 26 Question 8 - Service Quality	66
Table 4. 27 Question 1 – Sales Promotion.....	67
Table 4. 28 Question 2 - Sales Promotion	67
Table 4. 29 Question 3 - Sales Promotion	68
Table 4. 30 Question 4 - Sales Promotion	68
Table 4. 31 Question 5 - Sales Promotion	68
Table 4. 32 Question 6 - Sales Promotion	69
Table 4. 33 Question 1 – Sales Performance	69
Table 4. 34 Question 2 - Sales Performance.....	70
Table 4. 35 Question 3 - Sales Performance.....	70
Table 4. 36 Question 4 - Sales Performance.....	70
Table 4. 37 Question 5 - Sales Performance.....	71
Table 4. 38 Question 6 - Sales Performance.....	71
Table 4. 39 Kolmogorov Smirnov Test.....	73
Table 4. 40 Heteroscedasticity Test	75
Table 4. 41 Tolerance Value and VIF.....	76
Table 4. 42 Linearity Test for Digital Marketing and Sales Performance	77
Table 4. 43 Linearity Test for Service Quality and Sales Performance.....	77
Table 4. 44 Linearity Test for Sales Promotion and Sales Performance	77
Table 4. 45 Multiple Regression Testing Result	78
Table 4. 46 T-Testing Output.....	79
Table 4. 47 F- Test Output	80
Table 4. 48 Determination Coefficient Test.....	81

LIST OF APPENDICES

Appendix A-1 Questionnaires.....	A-1
Appendix B-1 Tabulation Data Pretest	B-1
Appendix C-1 Tabulation Data Full Sampling	C-1
Appendix D-1 Output Spss	D-1
Appendix E-1 Statistic Table	E-1
Appendix F-1 Letter.....	F-1
Appendix G-1 Turnitin.....	G-1

