

TABLE OF CONTENT

SKRIPSI.....	i
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.....	iv
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENT.....	ix
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xvi
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	10
1.3 Problem Formulation.....	10
1.4 Objective of the Research.....	11
1.5 Benefits of the Research.....	11
1.5.1 Theoretical Benefits	11
1.5.2 Practical Benefits	12
CHAPTER II.....	13

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	13
2.1 Theoretical Background	13
2.1.1 Marketing.....	13
2.1.2 Showroom's Atmosphere	15
2.1.3 Personal Selling	19
2.1.4 Brand Image.....	20
2.1.5 Customer Purchase Decision	23
2.1.6 The Influence of Showroom Atmosphere on Customer Purchase Decision	25
2.1.7 The Influence of Personal Selling on Customer Purchase Decision	26
2.1.8 The Influence of Brand Image on Customer Purchase Decision.....	26
2.1.9 The Influence of Showroom Atmosphere, Personal Selling, and Brand Image on Customer Purchase Decision	27
2.2 Previous Research	27
2.2.1 Research Conducted by Mendur el al. (2021)	27
2.2.2 Research Conducted by Dharma and Hawignyo (2022)	28
2.2.3 Research Conducted by Syamdi et al. (2019).....	29
2.2.4 Research Conducted by Aprinia (2018).....	29
2.2.5 Research Conducted by Manik (2020)	30
2.3 Hypothesis Development	33
2.4 Research Model.....	34
2.5 Framework of Thinking.....	35
CHAPTER III	36
RESEARCH METHODOLOGY	36
3.1 Research Design	36
3.2 Population and Sample	37
3.2.1 Population	37
3.2.2 Sample	37

3.2 Data Collection Method	38
3.3.1 Primary Data	38
3.3.2 Secondary Data	39
3.4 Operational Definition and Variable Measurement	39
3.4.1 Operational Definition	39
3.4.2 Variable Measurement.....	43
3.5 Data Analysis Method	43
3.5.1 Test of Research Instrument	43
3.5.2 Descriptive Statistics.....	45
3.5.3 Classical Assumption Test.....	47
3.5.4 Multiple Linear Regression Analysis	48
3.5.5 Hypothesis Test.....	49
CHAPTER IV.....	51
RESEARCH RESULT & DISCUSSION.....	51
4.1 General View of PT Research Object	51
4.1.1. Brief History of the PT Dipo Internasional Pahala Otomotif	51
4.1.2 Vision and Mission Statements of PT Dipo Internasional Pahala Otomotif.....	52
4.1.3 Organizational Structure of PT Dipo Internasional Pahala Otomotif...	52
4.1.4 Job Description	53
4.2 Research Results.....	55
4.2.1 Test of Research Instrument	55
4.2.2 Descriptive Statistics.....	59
4.2.3 Classical Assumption Test.....	80
4.2.4 Result of Hypothesis Test.....	87
4.3 Discussion	89
CHAPTER V	96
CONCLUSION.....	96

5.1 Conclusion.....	96
5.2 Recommendation.....	97
REFERENCES.....	100



LIST OF FIGURES

Figure 1. 1 Mitsubishi Dipo Krakatau Medan	4
Figure 1. 2 Market Share in Indonesia for year 2022	5
Figure 1. 3 Unit Sold of the Mitsubishi car sales data at PT Dipo Internasional Pahala Otomotif, Medan in 2023	7
Figure 1. 4: Showroom Atmosphere at PT Dipo Internasional Pahal Otomotif-Krakatau Branch, Medan	8
Figure 2. 1 Research Model.....	34
Figure 2. 2 Framework of Thinking.....	35
Figure 4. 1 Organizational Structure.....	52
Figure 4. 2 Histogram Result of Normality Test.....	80
Figure 4. 3 P-P Plot Normality Test.....	81
Figure 4. 4 Scatterplot of Heteroscedasticity Test	84

LIST OF TABLES

Table 1. 1 Mitsubishi car sales data at PT Dipo Internasional Pahala Otomotif Krakatau Medan in 2022	5
Table 1. 2 Mitsubishi car sales data at PT Dipo Internasional Pahala Otomotif Krakatau Medan in 2023	6
Table 1. 3 Preliminary Study : Showroom Atmosphere	8
Table 1. 4 Preliminary Study : Personal Selling	9
Table 1. 5 Preliminary Study : Brand Image.....	9
Table 3. 1 Operational Variable X1 (Showroom Atmosphere)	41
Table 3. 2 Operational Variable X2 (Personal Selling)	41
Table 3. 3 Operational Variable X3 (Brand Image).....	42
Table 3. 4 Operational Variable Y (Customer's Purchase Decision)	42
Table 3. 5 Likert 1-5 Scale Answer and Score.....	43
Table 4. 1 Vision and Mission of the Company.....	52
Table 4. 2 Validity Test of Showroom Atmosphere	56
Table 4. 3 Validity Test of Showroom Atmosphere	57
Table 4. 4 Validity Test of Brand Image	57
Table 4. 5 Validity Test of Customer Purchase Decision	58
Table 4. 6 Reliability Test Result.....	59
Table 4. 7 Age of Respondent.....	60
Table 4. 8 Genders of Respondent	60
Table 4. 9 Latest Education Level of Respondent	61
Table 4. 10 Income Level per Month of Respondent.....	61
Table 4. 11 Result of each question of Showroom Atmosphere.....	62
Table 4. 12 Result of each question of Personal Selling.....	64
Table 4. 13 Result of each question of Brand Image	67
Table 4. 14 Result of each question of Customer Purchase Decision.....	69

Table 4. 15 Likert 1 – 5 Scale Answer and Score	71
Table 4. 16 Class Classification	72
Table 4. 17 Descriptive Statistic of Showroom Atmosphere.....	72
Table 4. 18 Descriptive Statistic of Personal Selling.....	73
Table 4. 19 Descriptive Statistic of Brand Image	74
Table 4. 20 Descriptive Statistic of Customer Purchase Decision.....	75
Table 4. 21 The interval For Showroom Atmosphere Variable.....	76
Table 4. 22 The interval For Personal Selling Variable.....	77
Table 4. 23 The interval For Personal Selling Variable.....	77
Table 4. 24 The interval For Customer Purchase Decision Variable.....	78
Table 4. 25 Mean, Median, Mode, Standard Deviation, and Variance.....	78
Table 4. 26 The Result of Normality Test.....	82
Table 4. 27 The Result of Multicollinearity Test.....	83
Table 4. 28 Glejser Test	85
Table 4. 29 Multiple Linear Regression Analysis.....	85
Table 4. 30 Coefficient of Determination	87
Table 4. 31 Result of F-Test.....	88
Table 4. 32 Result of T-Test	88

LIST OF APPENDICES

Appendix A: Questionnaire.....	111
Appendix B: Data of Respondents' answer for showroom atmosphere	120
Appendix C: Data of respondents' answer for personal selling.....	122
Appendix D: Data of respondents' answer for brand image.....	124
Appendix E: Data of respondents' answer for customer purchase decision.....	126
Appendix F: Online Questionnaire Responses	128
Appendix G: SPSS output for instrument test	131
Appendix H: R table.....	135
Appendix I: F Table	136
Appendix J: T Table.....	137
Appendix K: Research statement letter from PT Dipo Internasional Pahala Otomotif – Krakatau Branch, Medan.....	138
Appendix L: Documentation.....	139