

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT

APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
<i>ABSTRAK</i>	vi
PREFACE	vii
TABLE OF CONTENTS	x
LIST OF FIGURES.....	xvii
LIST OF TABLES.....	xviii
LIST OF APPENDICES	xxi
CHAPTER I	1
INTRODUCTION	1
1.1. Background of Study	1
1.2. Problem Limitation	15
1.3. Problem Formulation	15
1.4. Objective of the Research	16
1.5. Benefit of the Research	16
1.5.1. Theoretical Benefit.....	17
1.5.2. Practical Benefit.....	17

CHAPTER II.....	18
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	18
2.1. Theoretical Background.....	18
2.1.1. Marketing.....	18
2.1.2. Marketing Mix.....	19
2.1.3. Discount.....	23
2.1.3.1. Definition of Discount.....	23
2.1.3.2. Type of Discounts.....	24
2.1.3.3. Indicators of Discounts.....	25
2.1.4. Lifestyle.....	26
2.1.4.1. Definition of Lifestyle.....	26
2.1.4.2. Indicators of Lifestyle.....	27
2.1.5. Relationship Marketing.....	28
2.1.5.1. Definition of Relationship Marketing.....	28
2.1.5.2. Types of Relationship Marketing.....	29
2.1.5.3. Indicators of Relationship Marketing.....	30
2.1.6. Promotion.....	32
2.1.6.1. Definition of Promotion.....	32
2.1.6.2. Promotion Mix.....	33
2.1.6.3. Indicator of Promotion.....	36

2.1.7.	Purchase Motivation.....	37
2.1.7.1.	Definition of Purchase Motivation	37
2.1.7.2.	Indicators of Purchase Motivation.....	39
2.1.8.	Customer Purchase Decision	39
2.1.8.1.	Definition of Purchase Decision	39
2.1.8.2.	Purchase Decision Process.....	40
2.1.8.3.	Indicators of Purchase Decision	42
2.2.	Previous Research	44
2.3.	Hypothesis Development	48
2.3.1.	The Influence of Discount on Purchase Motivation	48
2.3.2.	The Influence of Lifestyle on Purchase Motivation.....	49
2.3.3.	The Influence of Relationship Marketing on Purchase Motivation	50
2.3.4.	The Influence of Promotion on Purchase Motivation	50
2.3.5.	The Influence of Purchase Motivation on Customer Purchase Decision.....	51
2.4.	Research Model.....	52
2.5.	Framework of Thinking	53
CHAPTER III		54
RESEARCH METHODOLOGY		54
3.1.	Research Design.....	54

3.2.	Population and Sample.....	56
3.2.1.	Population	56
3.2.2.	Sample.....	56
3.3.	Data Collection Method	58
3.3.1.	Primary Data	58
3.3.2.	Secondary Data	61
3.4.	Operational Definition and Variable Measurement.....	61
3.4.1.	Operational Definition	61
3.4.2.	Variable Measurement.....	63
3.5.	Data Analysis Method	63
3.1.1.	Reliability Test	72
CHAPTER IV		73
DATA ANALYSIS AND DISCUSSION		73
4.1.	Overview of PT Deltamas Surya Indah Mulia, Medan.....	73
4.2.	Pre-Test Research Results	74
4.2.1.	Pre-Test Validity Test	74
4.2.2.	Pre-Test Reliability Test.....	75
4.3.	Data Analysis	77
4.3.1.	Descriptive Statistic	78
4.3.1.1.	Characteristics of Respondents.....	78

4.3.1.2.	Overview of Respondents by Age	78
4.3.1.3.	Overview of Respondent by Gender.....	79
4.3.1.4.	Respondent's Response.....	80
4.3.2.	Descriptive Variable Analysis	88
4.3.2.1.	Respondent's Response Toward Discount	88
4.3.2.2.	Respondent's Response Toward Lifestyle.....	89
4.3.2.3.	Respondent's Response Toward Relationship Marketing.....	90
4.3.2.4.	Respondent's Response Toward Promotion.....	92
4.3.2.5.	Respondent's Response Toward Purchase Motivation.....	93
4.3.2.6.	Respondent's Response Toward Customer Purchase Decision	94
4.3.3.	Result of Data Quality Testing	96
4.3.3.1.	Evaluation of Data Normality	98
4.3.3.2.	Evaluation of Outliers	99
4.3.3.2.1.	Univariate Outliers	99
4.3.3.2.2.	Multivariate Outliers	100
4.3.3.3.	Evaluation of Multicollinearity and Singularity	103
4.3.3.4.	Confirmatory Factor Analysis.....	103
4.3.3.4.1.	Confirmatory Analysis of Exogenous Variable.....	103
4.3.3.4.2.	Confirmatory Analysis of Endogenous Variable.....	105
4.3.3.5.	Reliability Test.....	108

4.3.4.	Result of Hypothesis Testing	110
4.3.4.1.	Hypothesis Testing 1 (H1)	110
4.3.4.2.	Hypothesis Testing 2 (H2)	111
4.3.4.3.	Hypothesis Testing 3 (H3)	112
4.3.4.4.	Hypothesis Testing 4 (H4)	112
4.3.4.5.	Hypothesis testing 5 (H5)	113
4.4.	Discussion	114
4.4.1.	The Overall Model's Analysis.....	135
CHAPTER V.....		137
CONCLUSION.....		137
5.1.	Conclusion	137
5.1.1.	Hypotheses' Conclusion.....	138
5.1.1.1.	The Influence of Discounts on Purchase Motivation.....	138
5.1.1.2.	The Influence of Lifestyle on Purchase Motivation	139
5.1.1.3.	The Influence of Relationship Marketing on Purchase Motivation.....	140
5.1.1.4.	The Influence of Promotion on Purchase Motivation.....	142
5.1.1.5.	The Influence of Purchase Motivation on Customer Purchase Decision	143
5.1.2.	Research Problem's Conclusion.....	144
5.2.	Implications.....	145

5.2.1. Theoretical Implications.....	145
5.2.2. Managerial Implications.....	146
5.3. Recommendations	152
REFERENCES.....	153
APPENDICES	A-1



LIST OF FIGURES

Figure 1. 1 Indonesia’s Car Sales Volume 2012 – 2022	3
Figure 1. 2 Top 10 Car Wholesales 2022	6
Figure 1. 3 Deltamas Promotion	12
Figure 2. 1 Research Model	52
Figure 2. 2 Framework of Thinking	53
Figure 3. 1 Theoretical Framework’s Flowchart	67
Figure 4. 1 Respondent by Age Diagram	79
Figure 4. 2 Respondent by Gender Diagram	80
Figure 4. 3 Confirmatory Analysis of Exogenous Variables	104
Figure 4. 4 Confirmatory Analysis of Endogenous Variables	105
Figure 4. 5 Full Structural Equation Model	106
Figure 4. 6 Full Structural Equation Model	135

LIST OF TABLES

Table 1. 1 Ownership of Car in Indonesia 2012 -2022	2
Table 1. 2 Discount Rate of Toyota Car Comparison 2022.....	8
Table 1. 3 Deltamas Monthly Sales - Jan to May 2023	14
Table 2. 1 Summary of Previous Research.....	47
Table 3. 1 Questionnaire Design.....	59
Table 3. 2 Operational Definition.....	62
Table 3. 3 Likert Scale.....	63
Table 3. 4 Constructor Indicators Description	66
Table 3. 5 Correlation of Constructs	67
Table 3. 6 The Conversion Results into the Equation of the Construct Measurement Model	68
Table 3. 7 Used Index	71
Table 4. 1 Validity Test for Discount, Lifestyle, Relationship Marketing, Promotion, Purchase Motivation, and Customer Purchase Decision.....	74
Table 4. 2 Reliability Test for Discount Variable	75
Table 4. 3 Reliability Test for Lifestyle Variable	76
Table 4. 4 Reliability Test for Relationship Marketing Variable	76
Table 4. 5 Reliability Test for Promotion Variable	76
Table 4. 6 Reliability Test for Purchase Motivation Variable.....	76
Table 4. 7 Reliability Test for Customer Purchase Decision Variable	77
Table 4. 8 Respondents by Age	78
Table 4. 9 Respondents by Gender	79

Table 4. 10 Degree of Assessment.....	81
Table 4. 11 Respondent’s Response towards Discount.....	81
Table 4. 12 Respondent’s Response towards Lifestyle.....	82
Table 4. 13 Respondent’s Response towards Relationship Marketing.....	83
Table 4. 14 Respondent’s Response towards Promotion	84
Table 4. 15 Respondent’s Response towards Purchase Motivation.....	86
Table 4. 16 Respondent’s Response towards Customer Purchase Motivation	87
Table 4. 17 Respondents’ answer distribution toward Discount.....	88
Table 4. 18 Respondents’ answer distribution toward Lifestyle	89
Table 4. 19 Respondents’ answer distribution toward Relationship Marketing	90
Table 4. 20 Respondents’ answer distribution toward Promotion.....	92
Table 4. 21 Respondents’ answer distribution toward Purchase Motivation	93
Table 4. 22 Respondents’ answer distribution toward Customer Purchase Decision	95
Table 4. 23 Used Index	97
Table 4. 24 Test Result of Data Normality	98
Table 4. 25 Descriptive Statistics of Z-score	99
Table 4. 26 Mahalanobis Distance	100
Table 4. 27 Exogenous Variables – Test of Weight Factor and Factor Loading Value.....	104

Table 4. 28 Endogenous Variables – Test of Weight Factor and Factor Loading Value	105
Table 4. 29 Feasibility testing Index	106
Table 4. 30 Full Structural Equation Model – Regression Weights.....	107
Table 4. 31 Reliability Test.....	109
Table 4. 32 Hypothesis test Result.....	110
Table 4. 33 Discount Indicators.....	119
Table 4. 34 Lifestyle Indicators	122
Table 4. 35 Relationship Marketing Indicators	124
Table 4. 36 Promotion Indicators.....	127
Table 4. 37 Purchase Motivation Indicators	130
Table 4. 38 Customer Purchase Decision Indicators.....	132
Table 5. 1 Hypothesis test Result.....	138
Table 5. 2 Theoretical Implications.....	145
Table 5. 3 Managerial Implication.....	150

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE	A-1
APPENDIX B : QUESTIONNAIRE TABULATION DATA.....	B-1
APPENDIX C: SPSS OUTPUT	C-1
APPENDIX D: AMOS OUTPUT.....	D-1
APPENDIX E: TURNITIN RESULT.....	E-1

