

TABLE OF CONTENTS

COVER PAGE

FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
--	----

APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
--	-----

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE....	iv
---	----

ABSTRACT	v
-----------------------	---

ABSTRAK	vi
----------------------	----

PREFACE	vii
----------------------	-----

TABLE OF CONTENTS	x
--------------------------------	---

LIST OF FIGURES	xiv
------------------------------	-----

LIST OF TABLES.....	xv
----------------------------	----

LIST OF APPENDICES.....	xvii
--------------------------------	------

CHAPTER I INTRODUCTION.....	1
------------------------------------	---

1.1 Background of the Study.....	1
----------------------------------	---

1.2 Problem Limitation	7
------------------------------	---

1.3 Objective of the Research	8
-------------------------------------	---

1.4 Problem Formulation	8
-------------------------------	---

1.5 Benefit of the Research	9
-----------------------------------	---

1.5.1 Theoretical Benefit.....	9
--------------------------------	---

1.5.2 Practical Benefit.....	9
------------------------------	---

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	11
2.1 Theoretical Background	11
2.1.1 Marketing	11
2.1.2 Automotive Industry	14
2.1.3 Product Quality	15
2.1.4 Brand Image	17
2.1.5 Promotion.....	20
2.1.6 Customers Purchasing Decision.....	23
2.1.7 Product Quality Relationship to Purchase Decision	28
2.1.8 Brand Image Relationship to Purchase Decision	29
2.1.9 Promotion Relationship to Purchase Decision.....	29
2.1.10 The Influence of Product Quality, Brand Image, and Promotion on Purchase Decision.....	30
2.2 Previous Research	30
2.3 Hypothesis.....	32
2.4 Research Model.....	33
2.5 Framework of Thinking	35
CHAPTER III RESEARCH METHODOLOGY	36
3.1 Research Design.....	36
3.2 Population and Sample.....	36
3.2.1 Population	36

3.2.2 Sample.....	37
3.3 Data Collection Method	38
3.3.1 Primary data	38
3.3.2 Secondary Data	40
3.4 Operational Definition and Variable Measurement.....	41
3.4.1 Operational Definition	41
3.4.2 Variable Measurement.....	42
3.5 Data Analysis Method.....	43
3.5.1 Research Instrument Test	44
3.5.2 Descriptive Statistic	45
3.5.3 Classic Assumption Test.....	48
3.5.4 Multiple Linear Regression Analysis	51
3.5.5 Correlation Coefficient (R)	51
3.5.6 Coefficient of Determination (R^2).....	52
3.5.7 Hypothesis Test	52
CHAPTER IV RESEARCH RESULT AND DISCUSSION	54
4.1 General View of PT Sukses Selaras Sentosa Medan.....	54
4.1.1 Vision and Mission.....	54
4.1.2 Organizational Structure	55
4.1.3 Products in PT Sukses Selaras Sentosa	56
4.2 Research Result.....	58
4.2.1 Research Instrument Test	58

4.2.2 Descriptive Statistic	61
4.2.3 Classic Assumption Test.....	87
4.2.4 Multiple Linear Regression Analysis	89
4.2.5 Correlation Coefficient (R)	91
4.2.6 Coefficient of Determination (R^2).....	91
4.2.7 Hypothesis Test	92
4.2.8 Summary of Hypothesis Test	94
4.3 Discussion	94
4.3.1 The Influence of Product Quality, Brand Image, and Promotion towards Purchase Decision	94
4.3.2 The Influence of Product Quality towards Purchase Decision .	96
4.3.3 The Influence of Brand Image towards Purchase Decision	98
4.3.4 The Influence of Promotion towards Purchase Decision	99
4.3.5 Summary of Analysis	101
CHAPTER V CONCLUSION	103
5.1 Conclusion	103
5.2 Recommendation.....	104
REFERENCES.....	108

LIST OF FIGURES

Figure 1. 1 Automotive Sales in Indonesia	2
Figure 1. 2 Product Sold Chart of PT Sukses Selaras Sentosa.....	5
Figure 1. 3 PT Sukses Selaras Sentosa Instagram.....	6
Figure 2. 1 Research Model	34
Figure 2. 2 Framework of Thinking	35
Figure 4. 1 The Organizational Structure of PT Sukses Selaras Sentosa	55
Figure 4. 2 Respondents Gender Chart	63
Figure 4. 3 Respondents Age Chart	64
Figure 4. 4 Respondents Last Education Chart.....	65
Figure 4. 5 Respondents Job Chart	66
Figure 4. 6 Respondents Vehicle Type Chart	67
Figure 4. 7 Scatterplot Dispersion.....	89

LIST OF TABLES

Table 2. 1 Previous Research	30
Table 3. 1 Likert Scale	42
Table 3. 2 Indicator of Variable Questionnaire	42
Table 4. 1 Validity Test Result of Product Quality at PT Sukses Selaras Sentosa.....	58
Table 4. 2 Validity Test Result of Brand Image at PT Sukses Selaras Sentosa	59
Table 4. 3 Validity Test Result of Promotion at PT Sukses Selaras Sentosa	59
Table 4. 4 Validity Test Result of Purchase Decision at PT Sukses Selaras Sentosa	60
Table 4. 5 Reliability Test Result at PT Sukses Selaras Sentosa	61
Table 4. 6 Class Distribution on the Average Questions	62
Table 4. 7 Descriptive Result on Respondents Gender	63
Table 4. 8 Descriptive Result on Respondents Age.....	63
Table 4. 9 Descriptive Result on Respondents Last Education	65
Table 4. 10 Descriptive Result on Respondents Job	65
Table 4. 11 Descriptive Result on Respondents Vehicle Type	67
Table 4. 12 Descriptive Statistic Result on Product Quality	68
Table 4. 13 Summary of Responses for the questions in Product Quality	70
Table 4. 14 Descriptive Statistic Result on Brand Image.....	75
Table 4. 15 Summary of Responses For The Questions in Promotion.....	76
Table 4. 16 Descriptive Statistic Result on Promotion.....	78
Table 4. 17 Summary of Responses For The Questions in Promotion.....	79
Table 4. 18 Descriptive Statistic Result on Purchase Decision	81

Table 4. 19 Summary of Responses For The Questions in Purchase Decision	82
Table 4. 20 Normality Test Result of Kolmogorov-Smirnov method	87
Table 4. 21 Multicollinearity Test Result	87
Table 4. 22 Heteroscedasticity Test Result of Glejser Method	88
Table 4. 23 Multiple Linear Regression Analysis Result	89
Table 4. 24 Coefficient of Determination Result	91
Table 4. 25 F- Test Result.....	92
Table 4. 26 T- Test Result.....	93
Table 4. 27 Summary of Hypothesis Test.....	94
Table 4. 28 Summary of Analysis	101

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B DATA TABULATION	B-1
APPENDIX C: DATA RESULTS THROUGH SPSS V.25.	C-1
APPENDIX D: RESEARCH MODEL TESTING SPSS V.25	D-1
APPENDIX E: HYPOTHESIS ANALYSIS OF SPSS V.25	E-1
APPENDIX F: TURNINIT RESULT	F-1