TABLE OF CONTENT

COVER PAGE

TITLE PAGE

Final Assignment Statement and Upload Agreement ii

APPROVAL PAGE BY FINAL PAPER ADVISOR iii

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITEE v

ABSTRACT vi

ABSTRAK vii

PREFACE viii

TABLE OF CONTENT x

LIST OF FIGURES xiv

LIST OF TABLES xv

LIST OF APPENDICES xvii

CHAPTER I INTRODUCTION 2

1.1 Background of the Study 2

1.2 Problem Limitation 13

1.3 Problem Formulation 13

1.4 Objective of the Research 14

1.5 Benefit of the Research 15

1.5.1 Theoretical Benefit 15

1.5.2 Practical Benefit 15

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 2

2.1 Theoretical Background 2

2.1.1 Marketing 2

2.1.2 Brand Image (X_1) 39

2.1.3 Product Attribute (X_2) 43

2.1.4 Customer Purchase Decision (Y) 45

2.2 Previous Research 49

2.2.1 Research Conduct by Rizal Setiawan (2020) 50

2.2.2 Resarch Conduct by Tika Melany Ajis (2020) 51

2.2.3 Research Conduct by Rathmawaty Dian (2020) 52

2.3 Hypothesis Development 53

2.4 Research Method 54

2.5 Framework of Thinking 55

CHAPTER III RESEARCH METHODOLOGY 56

3.1 Research Design 56

3.2 Population and Sample 36

3.2.1 Population 36

3.2.2 Sample 37

3.3 Data Collecting Method 39

3.4 Operation Variable Definition and Variable Measurement..... 41

3.4.1 Operational Definition 41

3.4.2 Variable Measurement..... 43

3.5 Data Analysis Method..... 44

3.5.1. Test of Research Instrument 44

3.5.2. Descriptive Statistics..... 46

3.5.3. Classical Assumption test..... 49

3.5.4. Multiple Linear Regresion Analysis..... 51

3.5.5. Hypothesis Test..... 52

CHAPTER IV RESEARCH RESULT AND DISCUSSION..... 55

4.1 General View of PT Generasi Indo Seluler Medan 55

4.2 Research Result 58

4.2.1 Result of Research Instrument Test 58

4.2.2 Descriptive Statistic 60

4.2.3 Result of Classical Assumption Test..... 74

4.2.4 Multiple Linear Regression Analysis..... 76

4.2.5 Coefficient of Determination 77

4.2.6 Result of Hypothesis Test 78

4.3 Discussion 79

CHAPTER V 82

5.1 Conclusion 82

5.2 Recommendation 83

REFERENCES 86

LIST OF FIGURES

Figure 1.1 Smartphone Sales Graphic..... …5

Figure 1.2 Smartphone Sales Chart…….……7

Figure 2.1 Research Model 54

Figure 4. 1 Organization Sructure 56

Figure 4. 2 Respondent by Gender..... 61

Figure 4. 3 Respondent by Age..... 62

Figure 4. 4 Normal P-P Plot Regression Graph for Result of Normality Test 74

Figure 4. 5 Scatter Plot Graph for Result of Heteroscedasticity Test 75

LIST OF TABLES

Table 1. 1 Types of smartphones most sales 9

Table 2. 1 Previous Research 49

Table 3. 1 Variable Measurement 43

Table 3. 2 Linkert Scale 44

Table 4. 1 Validity Test Result of Brand Image 58

Table 4. 2 Validity Test Result of Product Attribute 59

Table 4. 3 Validity Test Result of Purchase Decision 59

Table 4. 4 Reliability Test Result 60

Table 4. 5 Respondent by Gender 61

Table 4. 6 Respondent by Age 62

Table 4. 7 Degree of Assessment for Each Variable 63

Table 4. 8 Respondents' Response about Brand Image 63

Table 4. 9 Respondents' Response about Product Attribute 65

Table 4. 10 Respondents' Response about Purchase Decision 66

Table 4. 11 Respondents' Description about Brand Image 67

Table 4. 12 Respondents' Description about Product Attribute 69

Table 4. 13 Respondents' Description about Purchase Decision 71

Table 4. 14 Result of One Sample Kolmogorov-Smirnov Test 74

Table 4. 15 Result of Multicollinearity Test 75

Table 4. 16 Result of Glejser Test for Heteroscedasticity Test 76

Table 4. 17 Result of Multiple Regression Analysis 76

Table 4. 18 Result of Coefficient of Determination Test 77

Table 4. 19 Result of t-Test..... 78

Table 4. 20 Result of F-Test..... 79

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE A-1

APPENDIX B: DATA TABULATION B-1

APPENDIX C: INSTRUMENT TEST RESULT C-1

APPENDIX D: DESCRIPTIVE STATISTICAL ANALYSIS D-1

APPENDIX E: SPSS TEST RESULTS E-1

APPENDIX F: R TABLE F-1

APPENDIX G: T TABLE G-1

APPENDIX H: F TABLE H-1

APPENDIX I DOCUMENT I-1