

## TABLE OF CONTENTS

	page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>FINAL ASSIGNMENT AND UPLOAD AGREEMENT</b> .....	ii
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR</b> .....	iii
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>ABSTRAK</b> .....	vi
<b>PREFACE</b> .....	vii
<b>LIST OF FIGURES</b> .....	xii
<b>LIST OF TABLES</b> .....	xiii
<b>LIST OF APPENDICES</b> .....	xv
<b>CHAPTER I INTRODUCTION</b> .....	1
1.1. Background of the Study.....	1
1.2. Problem Limitation .....	7
1.3. Problem Formulation .....	8
1.4. Objective of the Research .....	8
1.5. Benefit of the Research .....	8
1.5.1 Theoretical Benefit.....	8
1.5.2 Practical Benefit .....	9
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b> .....	10
2.1. Theoretical Background.....	10
2.1.1. Marketing .....	10
2.1.1.1 Types of Marketing.....	11
2.1.2. Hedonic Value .....	12
2.1.2.1 Definition of Hedonic Value.....	12

2.1.2.2	Factors of Hedonic Value .....	13
2.1.2.3	The Impact of Hedonism .....	14
2.1.2.4	Indicators of Hedonic Value .....	15
2.1.3.	Brand Image .....	16
2.1.3.1	Definition of Brand Image.....	16
2.1.3.2	Factors Affect to Brand Image.....	16
2.1.3.3	Indicators of Brand Image .....	18
2.1.4.	Purchasing Decision.....	19
2.1.4.1	Definition of Purchasing Decision .....	19
2.1.4.2	Factors of Purchasing Decision .....	19
2.1.4.3	Indicators of Purchasing Decision.....	22
2.1.5.	The Effect of between Hedonic Value on Purchasing Decision.....	23
2.1.6.	The Effect of between Brand Image on Purchasing Decision .....	24
2.1.7.	Relationship between Hedonic Value and Brand Image on Purchasing Decision.....	25
2.2.	Previous Research .....	25
2.3.	Hyphotesis Development .....	27
2.4.	Research Model.....	28
2.5.	Framework of Thinking .....	29
 <b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>30</b>
3.1.	Research Design.....	30
3.2.	Population and Sample.....	31
3.2.1.	Location and Time .....	31
3.2.2.	Population .....	31
3.2.3.	Sample.....	31
3.3.	Data Collection Method .....	33
3.4.	Operational Definition and Variable Measurement.....	34
3.4.1.	Operational Definition .....	34
3.4.2.	Variable Measurement.....	36
3.5.	Data Analysis Method .....	37
3.5.1.	Test of Research Instrument.....	37

3.5.2. Descriptive Statistics .....	39
3.5.3. Classical Assumption Test.....	42
3.5.4. Multiple Linear Regression Analysis .....	46
3.5.5. Hyphotesis Test .....	46
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>51</b>
4.1. General View of Research Object .....	51
4.1.1. Brief Overview of Zara .....	51
4.1.2. Vision and Mission.....	52
4.2. Research Result .....	53
4.2.1. Test of Research Instrument .....	53
4.2.1.1. Validity Test.....	53
4.2.1.2. Reliability Test .....	55
4.2.2. Descriptive Statistics .....	55
4.2.2.1 Respondent Charateristics .....	56
4.2.2.2 Explanation of Respondents Answer on Variable .....	57
4.2.2.3 Mean, Median, Mode, Variance and Standard Deviation ....	65
4.2.3. Result of Data Quality Testing .....	73
4.2.3.1 Classical Assumption Testing Result .....	73
4.2.3.2 Multiple Linear Regression Analysis .....	77
4.2.4. Result of Hyphotesis Testing.....	78
4.2.4.1nT Test .....	78
4.2.4.2 F Test .....	79
4.2.4.3 Coefficient of Determination .....	80
4.3. Discussion .....	80
<b>CHAPTER V CONCLUSION .....</b>	<b>83</b>
5.1. Conclusion .....	83
5.2. Recommendation .....	83
<b>REFERENCES.....</b>	<b>86</b>

## LIST OF FIGURES

Figure 2.1 Research Model .....	28
Figure 2.2 Framework of Thinking.....	29
Figure 4.1 Histogram Graph .....	74
Figure 4.2 Normal Plot Graph.....	74
Figure 4.5 Scatterplot Graph.....	76



## LIST OF TABLES

Table 1.1 Ritel Global Ranking 2020-2022 .....	3
Table 1.2 Retail Rankings in Indonesia 2021 .....	4
Table 1.3 Pre Liminary of Respondents about Hedonism Value.....	5
Table 1.4 Data on the Number of Stores and the spread of Zara Stores and Competitor Brands .....	5
Table 1.5 Interviews of Respondents about Brand Image.....	6
Table 3.1 Operational Variable Hedonic Value ( $X_1$ ) .....	35
Table 3.2 Operational Variable Brand Image ( $X_2$ ) .....	35
Table 3.3 Operational Variable Purchasing Decision (Y) .....	36
Table 3.4 Likert Scale .....	37
Table 4.1 Validity Test of Hedonic Value .....	54
Table 4.2 Validity Test of Brand Image.....	54
Table 4.3 Validity Test of Purchase Decision.....	54
Table 4.5 Reliability Test .....	55
Table 4.5 Charateristics Based on Gender .....	56
Table 4.6 Charateristics Based on Age.....	56
Table 4.7 Charateristics Based on Education .....	56
Table 4.8 Charateristics Based on Number of Purchase .....	57
Table 4.9 Respondent Answer on Variable Hedonic Value .....	58
Table 4.10 Respondent Answer on Variable Brand Image.....	61
Table 4.11 Respondent Answer on Variable Purchase Decision .....	62
Table 4.12 Interval Class of Hedonic Value .....	65
Table 4.13 Interval Class of Brand Image.....	66
Table 4.14 Interval Class of Purchase Decision.....	66
Table 4.15 Mean, Median, Mode, Variance and Std Deviation of Variables .....	67
Table 4.16 Interval Class for Likert Scale.....	68
Table 4.17 Mean, Median, Mode, Variance and Std Deviation of Hedonic Value	68
Table 4.17 Mean, Median, Mode, Variance and Std Deviation of Brand Image ..	70

Table 4.18 Mean, Median, Mode, Variance and Std Deviation of Purchase	
Decision .....	72
Table 4.20 One Sample Kolmogorov Test .....	75
Table 4.21 Multicollinearity Test .....	75
Table 4.22 Glejser Test.....	77
Table 4.23 Multiple Linear Regression Test .....	77
Table 4.24 T Test .....	78
Table 4.25 F Test .....	79
Table 4.26 Coefficient Determination Test .....	80



## LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output.....	B-1
Appendix C: Data of Respondent Answer from Questionnaire.....	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: Distribution R Table.....	E-1
Appendix F: Distribution T Table .....	F-1
Appendix G: Distribution F Table.....	G-1

