

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvii

CHAPTER I INTRODUCTION

1.1 Background of the Study	1
1.2 Problem Limitation.....	12
1.3 Problem Formulation.....	12
1.4 Objective of The Research.....	13
1.5 Benefit of The Research	13
1.5.1 Theoretical Benefit	13
1.5.2 Practical Benefit.....	14

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Theoretical Background.....	15
2.1.1 Marketing Mix	15
2.1.2 Supermarket	17

2.1.3	Product Servicescape	18
2.1.3.1	Indicators of Product Servicescape	19
2.1.4	Product Diversity	20
2.1.4.1	Indicators of Product Diversity	21
2.1.5	Product Price Offers	22
2.1.5.1	Indicators of Product Price Offers	23
2.1.6	Customer Impulsive Buying Decision	24
2.1.6.1	Indicators of Customer Impulsive Buying Decision	25
2.1.7	Influence of Independent Variable towards Dependent Variable	26
2.1.7.1	Influence of Product Servicescape towards Customer Impulsive Buying Decision	26
2.1.7.2	Influence of Product Diversity towards Customer Impulsive Buying Decision	26
2.1.7.3	Influence of Product Price Offers towards Customer Impulsive Buying Decision	27
2.2	Previous Research.....	28
2.3	Hypothesis Development.....	28
2.4	Research Model	29
2.5	Framework of Thinking	29

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	31
3.2	Population and Sample	32
3.3	Data Collection Method.....	35
3.3.1	Primary Data	35
3.3.2	Secondary Data	35
3.4	Operational Variable Definition and Variable Measurement	36
3.4.1	Operational Variable Definition	36
3.4.2	Operational Variable Measurement	37

3.5 Data Analysis Method	40
3.5.1 Descriptive Statistic Analysis	40
3.5.1.1 Central Tendency	41
3.5.1.1 Variability	42
3.5.2 Research Instrumental Test	43
3.5.2.1 Validity Test	43
3.5.2.2 Reliability Test	44
3.5.3 Classical Assumption Test	44
3.5.3.1 Normality Test	44
3.5.3.2 Multicollinearity Test	45
3.5.3.3 Heteroskedasticity Test	45
3.5.3.4 Linearity Test	46
3.5.4 Multi Linear Regression Test	46
3.5.5 Hypotheses Test	47
3.5.5.1 T- Test	48
3.5.5.2 F- Test	48

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1 General View Of “Brastagi Supermarket Gatot Subroto Medan”.....	50
4.1.1 General Overview Brastagi Supermarket Gatot Subroto Medan	50
4.1.2 History of Brastagi Supermarket Gatot Subroto Medan	50
4.1.3 Core Values of Brastagi Supermarket Gatot Subroto Medan	51
4.2 Research Result	52
4.2.1 Result of Research Instrument Test	52
4.2.1.1 Validity Test	52
4.2.1.2 Reliability Test	53
4.3 Descriptive Statistic	54
4.3.1 Result of Respondents’ Characteristic	54
4.3.2 Explanation of Respondents’ Answer on Research Variable	54
4.3.3 Mean, Median, Mode, Variance, and Standard Deviation.....	61

4.4	Result on Data Quality Testing.....	65
4.4.1	Classical Assumption Test	65
4.4.2	Multiple Linear Regression Test	68
4.5	Result on Hypothesis Testing	70
4.5.1	Coefficient of Determination Test	70
4.5.2	F- Test	72
4.5.2	T-Test	73
4.6	Discussion.....	73
CHAPTER V CONCLUSION		
5.1	Conclusion	77
5.2	Recommendation	78
REFERENCES.....		80

LIST OF FIGURES

	page
Figure 1.1 Where consumers were most likely to have an shopping experience...3	
Figure 1.2 Product Arrangement & Placement in Brastagi Gatot Subroto Medan .6	
Figure 1.3 Product Variation Displayed in Brastagi Gatot Subroto Medan7	
Figure 1.4 New Item Tag in Brastagi Gatot Subroto Medan8	
Figure 1.5 Price promotion in Brastagi Gatot Subroto Medan8	
Figure 1.6 Bundling Product in Brastagi Gatot Subroto Medan9	
Figure 1.7 Free Product Promotion in Brastagi Gatot Subroto Medan9	
Figure 2.1 Research Model28	
Figure 2.2 Framework of Thinking29	

LIST OF TABLES

	page
Table 2.1 Previous Research	26
Table 3.1 Operational Definition of Variable	36
Table 3.2 Likert Scale	36
Table 3.3 Operational Variable of X1	37
Table 3.4 Operational Variable of X2	38
Table 3.5 Operational Variable of X3	39
Table 3.6 Operational Variable of Y	40
Table 4.1 Validity Test for X1,X2,X3	52
Table 4.2 Validity Test for Y	53
Table 4.3 Reliability Statistic of X1	53
Table 4.4 Reliability Statistic of X2	53
Table 4.5 Reliability Statistic of X3	54
Table 4.6 Reliability Statistic of Y	54
Table 4.7 Characteristic of Respondents Based on Gender	55
Table 4.8 Characteristic of Respondents Age	55
Table 4.9 Characteristic of Respondents Occupation	56
Table 4.10 Variable X1 Respondents' Answer Summary	57
Table 4.11 Variable X2 Respondents' Answer Summary	58
Table 4.12 Variable X3 Respondents' Answer Summary	59
Table 4.13 Variable Y Respondents' Answer Summary	60
Table 4.14 Interval Score for Variable	62
Table 4.15 Mean of Variable X	63
Table 4.16 Mean of Variable Y	64
Table 4.17 Median of Variable X	64
Table 4.18 Median of Variable Y	64

Table 4.19 Mode for Variable X	65
Table 4.20 Mode for Variable Y	65
Table 4.21 Variance and Standard Deviation of Variable X and Y	66
Table 4.22 One-Sample Kolmogorov-Smirnov Test	67
Table 4.23 Coefficients for Heteroskedasticity Test	67
Table 4.24 Linearity Test for X1-Y	68
Table 4.25 Linearity Test for X2-Y	69
Table 4.26 Linearity Test for X3-Y	69
Table 4.27 Multicollinearity Test	70
Table 4.28 Coefficient for Multi Linear Regression Test	71
Table 4.29 Coefficient of Determination Test	72
Table 4.30 F-test result	73
Table 4.31 T-test result	74

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	A-1
APPENDIX B: RESPONDENT DATA TABULATION	G-1
APPENDIX C: SPSS OUTPUT	J-1
APPENDIX D: R-TEST AND T-TEST TABLE	J-1

