

TABLE OF CONTENT

| | |
|--|-------------|
| TITLE PAGE | i |
| DECLARATION OF AUTHENTICITY OF FINAL PAPER 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..... | ix |
| LIST OF FIGURES | xii |
| LIST OF TABLES | xiii |
| LIST OF APPENDICES | xiv |
| | |
| CHAPTER I INTRODUCTION | |
| 1.1 Background of The Study..... | 1 |
| 1.2 Problem Limitation..... | 5 |
| 1.3 Problem Formulation..... | 5 |
| 1.4 Objective of the Research..... | 5 |
| 1.5 Benefit of The Research | 6 |
| | |
| CHAPTER II THEORETICAL BACKGROUND | |
| 2.1 Theoretical Background | 8 |
| 2.1.1 Marketing Management | 8 |
| 2.1.2 Price Theory | 9 |
| 2.1.2.1 Definition of Price | 9 |
| 2.1.2.2 Pricing Method | 10 |
| 2.1.2.3 Factors Affecting Pricing..... | 11 |

| | | |
|---|---|----|
| 2.1.2.4 | Price Indicator..... | 12 |
| 2.1.3 | Brand Image Theory | 13 |
| 2.1.3.1 | Definition of Brand Image..... | 13 |
| 2.1.3.2 | Brand Types..... | 13 |
| 2.1.3.3 | Brand and Brand Image Elements | 14 |
| 2.1.3.4 | Brand Image Indicator | 17 |
| 2.1.4 | Purchase Decision Theory | 17 |
| 2.1.4.1 | Definition of Purchase Decision..... | 17 |
| 2.1.4.2 | Purchase Decision Considerations..... | 26 |
| 2.1.4.3 | Purchase Decision Structure | 20 |
| 2.1.4.4 | Purchase Decision Indicator | 21 |
| 2.1.5 | The Effect of Perceived Price on Buying Intention | 22 |
| 2.1.6 | The Effect of Brand Image on Buying Intention..... | 22 |
| 2.1.7 | The Effect of Perceived Price and Brand Image on Buying Intention | 23 |
| 2.2 | Previous Research | 23 |
| 2.3 | Hypothesis | 24 |
| 2.4 | Research Model..... | 25 |
| 2.5 | Framework of Thinking..... | 25 |
| CHAPTER III RESEARCH METHODOLOGY | | |
| 3.1 | Research Design | 27 |
| 3.2 | Population and Sample | 28 |
| 3.3 | Data Collection Method | 29 |
| 3.4 | Operational Variable Definition and Variable Measurement | 30 |
| 3.4.1 | Operational Variable Definition..... | 30 |
| 3.4.2 | Variable Measurement | 31 |
| 3.5 | Data Analysis Method | 32 |
| 3.5.1 | Research Instrument Test..... | 32 |
| 3.5.2 | Descriptive Statistics | 33 |
| 3.5.3 | Classical Assumption Test | 35 |

| | | |
|---------|-----------------------------------|----|
| 3.5.3.1 | Normality Test | 35 |
| 3.5.3.2 | Multicollinearity Test | 35 |
| 3.5.3.3 | Heteroscedasticity Test | 36 |
| 3.5.4 | Multiple Regression Linear | 36 |
| 3.5.5 | Hypothesis Testing | 37 |
| 3.5.3.1 | Partial Hypothesis Testing | 37 |
| 3.5.3.2 | Simultaneous Hypothesis Testing | 38 |
| 3.5.3.3 | Coefficient of Determination Test | 38 |

CHAPTER IV RESEARCH RESULT AND DISCUSSION

| | | |
|---------|---|----|
| 4.1 | General View of Research Object | 40 |
| 4.1.1 | Brief Overview | 40 |
| 4.1.2 | Vision and Mission PT. Jampalan Baru | 41 |
| 4.1.3 | PT. Jampalan Baru Organizational Structure | 42 |
| 4.2 | Research Result | 44 |
| 4.2.1 | Test of Research Instrument | 44 |
| 4.2.1.1 | Validity Test | 44 |
| 4.2.1.2 | Reliability Test | 48 |
| 4.2.2 | Descriptive Statistic | 49 |
| 4.2.3 | Classical Assumption Test | 51 |
| 4.2.3.1 | Normality Test | 51 |
| 4.2.3.2 | Heteroscedasticity Test | 53 |
| 4.2.3.3 | Multicollinerity Test | 54 |
| 4.2.4 | Multiple Linear Regression Analysis | 55 |
| 4.2.5 | Determination Coefficient | 56 |
| 4.2.6 | Hypothesis Testing | 56 |
| 4.2.6.1 | Hypothesis Test (Partial) | 57 |
| 4.2.6.2 | Hypothesis Test (Simultaneous;y) | 57 |
| 4.3 | Discussion | 58 |
| 4.3.1 | The Effect of Perceived Price toward Buying Intention | 60 |
| 4.3.2 | The Effect of Brand Image toward Buying Intention | 62 |
| 4.3.3 | The Effect of Perceived Price and Brand Image toward Buying Intention | 63 |

CHAPTER V CONCLUSION

5.1 Conclusion..... 66

 5.1.1 Conclusion for Background 66

 5.1.2 Conclusion for Hypothesis..... 67

 5.1.3 Conclusion for Research Problem..... 69

5.2 Recommendations 70

 5.2.1 For Managers 70

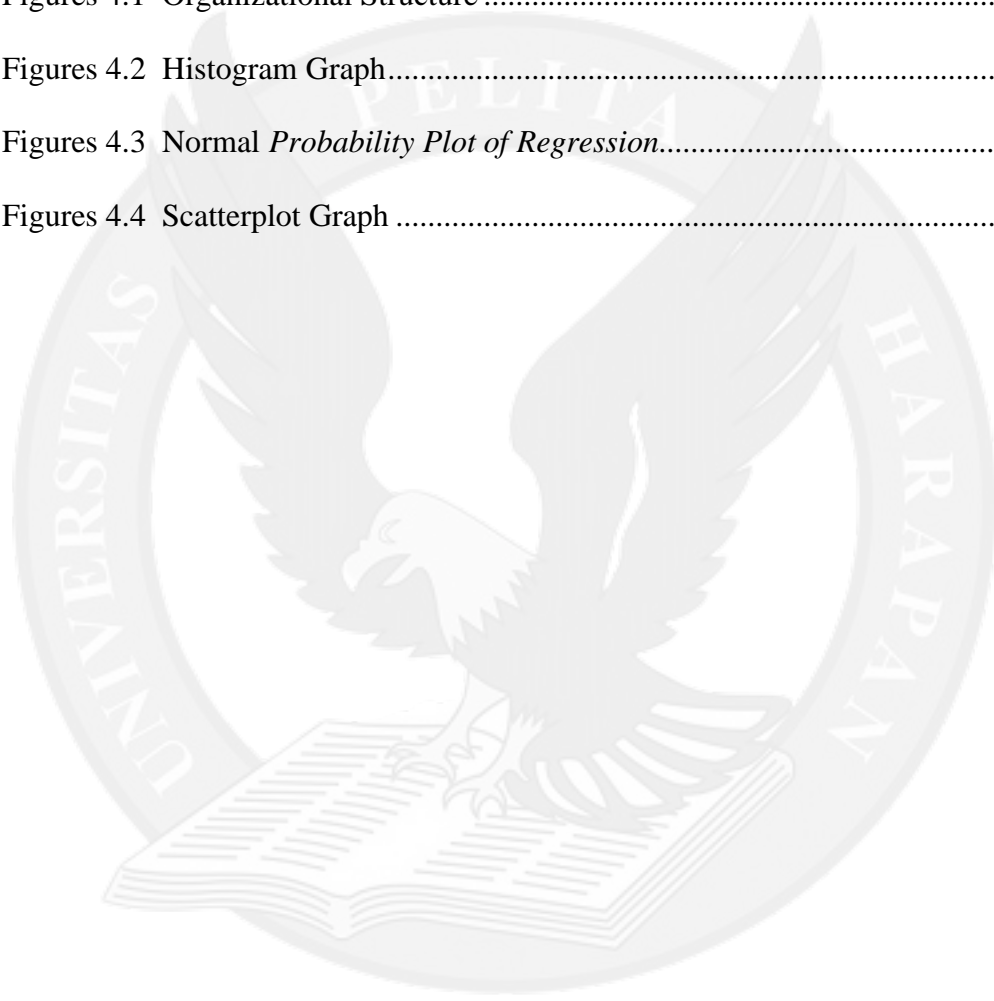
 5.2.2 For Future Studies 71

REFERENCES..... 73



LIST OF FIGURES

| | |
|--|----|
| Figures 2.1 Research Model..... | 25 |
| Figures 2.2 Framework of Thinking | 26 |
| Figures 4.1 Organizational Structure | 42 |
| Figures 4.2 Histogram Graph..... | 52 |
| Figures 4.3 Normal <i>Probability Plot of Regression</i> | 52 |
| Figures 4.4 Scatterplot Graph | 54 |



LIST OF TABLES

| | | |
|------------|---|----|
| Table 1.1 | PT. Jampalan Baru Sales Period 2018 - 2022..... | 4 |
| Table 2.1 | Previous Research..... | 30 |
| Table 3.1 | Definition of Operational Variable | 31 |
| Table 4.1 | Result of Perceived Price Variable Validity Testing | 45 |
| Table 4.2 | Result of Brand Image Variable Validity Testing | 46 |
| Table 4.3 | Result of Buying Intention Variable Validity Testing | 47 |
| Table 4.4 | Result of Perceived Price Variable Reliability Testing | 48 |
| Table 4.5 | Result of Brand Image Variable Reliability Testing..... | 48 |
| Table 4.6 | Result of Buying Intention Variable Reliability Testing | 49 |
| Table 4.7 | Respondent Identity Build upon Type of Purchase | 49 |
| Table 4.8 | Respondent Identity Build upon Purchase Frequency | 50 |
| Table 4.9 | Respondent Identity Build upon Company Information..... | 50 |
| Table 4.10 | Mean, Median and Mode | 51 |
| Table 4.11 | One-Sample Kolmogorov-Smirnov Test | 53 |
| Table 4.12 | Multicollinearity Test..... | 54 |
| Table 4.13 | Multiple Linear Regression Analysis..... | 55 |
| Table 4.14 | Determination Coefficient Test..... | 56 |
| Table 4.15 | Partial Hypothesis t-Test..... | 57 |
| Table 4.16 | Simultaneously Hypothesis F-Test | 58 |

LIST OF APPENDICES

| | |
|--|-----|
| APPENDIX A QUESTIONNAIRE..... | A-1 |
| APPENDIX B KUESIONER..... | B-1 |
| APPENDIX C PRE TEST DATA TABULATION..... | C-1 |
| APPENDIX D VALIDITY AND RELIABILITY TEST RESULT..... | D-1 |
| APPENDIX E MAIN TEST DATA TABULATION | E-1 |
| APPENDIX F MAIN TEST OUTPUT..... | F-1 |

