

## TABLE OF CONTENT

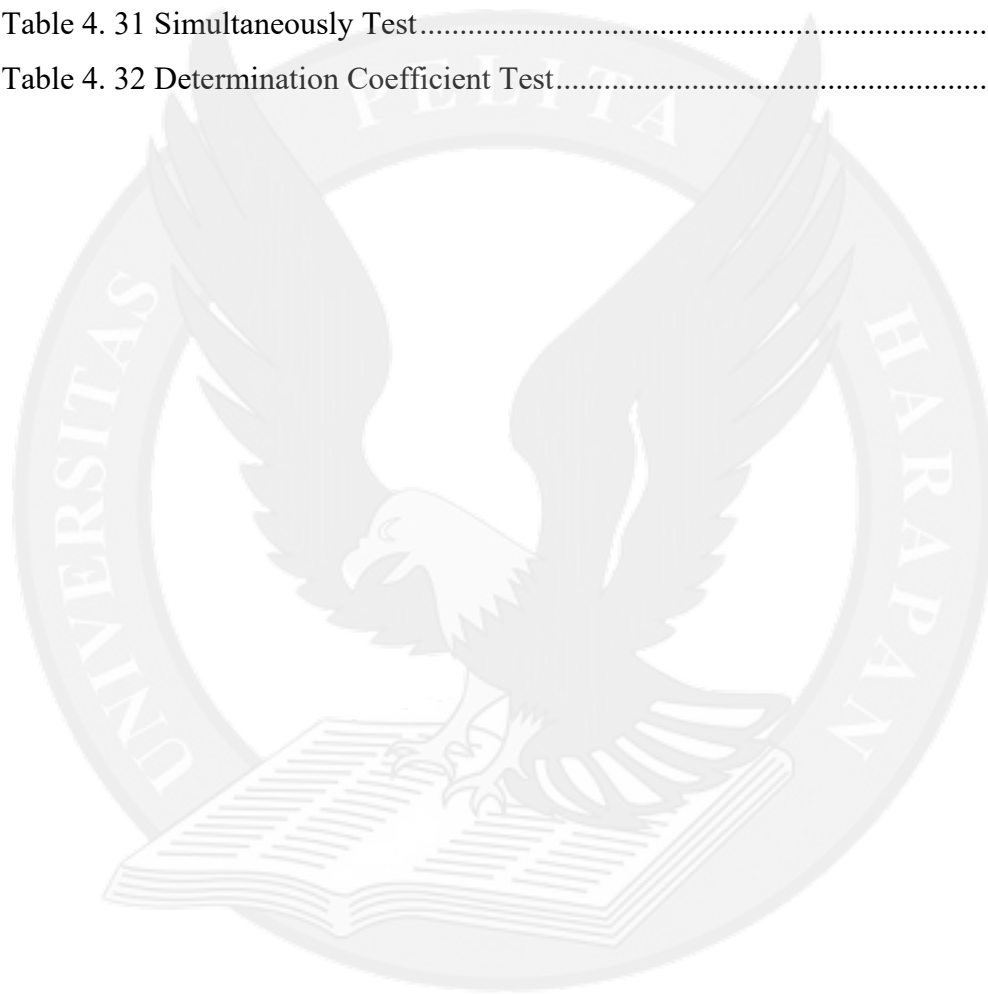
	Page
<b>COVER</b>	
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>i</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>1</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>ASBTRAK.....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>TABLE OF CONTENT.....</b>	<b>ix</b>
<b>LIST OF TABLE.....</b>	<b>xi</b>
<b>LIST OF FIGURE.....</b>	<b>xiii</b>
<b>LIST OF APPENDICES.....</b>	<b>xiv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	7
1.3 Problem Formulation.....	7
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.....	8
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</b>	<b>9</b>
2.1 Theoretical Background.....	9
2.1.1 Marketing.....	9
2.1.2 Customer Trust.....	10
2.1.3 Customer Satisfaction.....	12
2.1.4 Sales promotion.....	15
2.1.5 Customer Loyalty.....	19
2.2 Previous Research.....	22
2.3 Hypothesis Development.....	23

2.4	Research Model.....	25
2.5	Framework of Thinking .....	26
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>27</b>
3.1.	Research Design.....	27
3.2.	Population And Sample.....	28
3.2.1.	Population .....	28
3.2.2.	Sample.....	28
3.3.	Data Collection Method .....	29
3.4.	Operational Definition and Variable Measurement .....	30
3.5.	Data Analysis Method.....	32
3.5.1	Research Instrument Test.....	32
3.5.2	Descriptive Statistics .....	32
3.5.3	Classical Assumption Test .....	33
3.5.4.	Multiple Linear Regression Analysis.....	35
3.5.5.	Hypothesis Test.....	36
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION.....</b>		<b>38</b>
4.1	General View of Research Object.....	38
4.1.1	Brief Overview of PT Piro Walet, Medan.....	38
4.2	Research Results .....	39
4.2.1	Test of Research Instrument.....	39
4.2.2	Descriptive Statistics .....	43
4.2.3	Result of Data Quality Testing .....	52
4.2.4	Result of Hypothesis Testing .....	57
4.3	Discussion .....	60
<b>CHAPTER V CONCLUSION .....</b>		<b>65</b>
5.1	Conclusion .....	65
5.2	Recommendations .....	69
<b>REFERENCES</b>		
<b>APPENDIX</b>		

## LIST OF TABLE

Table 1. 1 Sales Data at PT Piro Walet, Medan.....	3
Table 1. 2 Programs of Sales Promotion at PT Piro Walet, Medan (2023).....	6
Table 2. 1 Previous Research .....	22
Table 3 1 Operational Variable .....	31
Table 4. 1 Validity Test Results for Customer Trust Variable ( $X_1$ ).....	40
Table 4. 2 Validity Test Results for Customer Satisfaction Variable ( $X_2$ ).....	40
Table 4. 3 Validity Test Results for Sales Promotion Variable (Y) .....	41
Table 4. 4 Validity Test Results for Customer Loyalty Variable (Y).....	41
Table 4. 5 Reliability Test Results for Customer trust ( $X_1$ ).....	42
Table 4. 6 Reliability Test Results for Customer Satisfaction ( $X_2$ ).....	42
Table 4. 7 Reliability Test Results for Sales Promotion ( $X_3$ ).....	42
Table 4. 8 Reliability Test Results for Customer Loyalty (Y).....	42
Table 4. 9 Variable $X_1$ - Statement 1 .....	44
Table 4. 10 Variable $X_1$ - Statement 2 .....	45
Table 4. 11 Variable $X_1$ - Statement 3 .....	45
Table 4. 12 Variable $X_2$ - Statement 1 .....	45
Table 4. 13 Variable $X_2$ - Statement 2 .....	46
Table 4. 14 Variable $X_2$ - Statement 3 .....	46
Table 4. 15 Variable $X_2$ - Statement 4 .....	47
Table 4. 16 Variable $X_3$ - Statement 1 .....	47
Table 4. 17 Variable $X_3$ - Statement 2 .....	47
Table 4. 18 Variable $X_3$ - Statement 3 .....	48
Table 4. 19 Variable Y- Statement 1.....	48
Table 4. 20 Variable Y - Statement 2.....	48
Table 4. 21 Variable Y - Statement 3.....	49
Table 4. 22 Measurement Score of Descriptive Statistics.....	49
Table 4. 23 Descriptive Statistics.....	50
Table 4. 24 The Class for Variable .....	50

Table 4. 25 Descriptive Statistics for Variable .....	51
Table 4. 26 Normality Test of Kolmogorov Smirnov.....	54
Table 4. 27 Multicollinearity Test.....	55
Table 4. 28 Heteroscedasticity Test .....	56
Table 4. 29 Multiple Linear Regression Analysis.....	56
Table 4. 30 t Test.....	58
Table 4. 31 Simultaneously Test.....	59
Table 4. 32 Determination Coefficient Test.....	60



## LIST OF FIGURE

Figure 1. 1 Number of Customers at PT Piro Walet, Medan (2019-2023).....	2
Figure 1. 2 Complaints Data at PT Piro Walet, Medan (2019-2023) .....	5
Figure 2. 1 Research Model .....	25
Figure 2. 2 Framework of Thinking .....	26
Figure 4. 1 Organizational Structure of PT Piro Walet, Medan.....	39
Figure 4. 2 Characteristics based on gender.....	43
Figure 4. 3 Characteristics Based on Number of Purchase Transactions .....	43
Figure 4. 4 Characteristics Based on Subscription Period at PT Piro Walet, Medan .....	44
Figure 4. 5 Histograms.....	53
Figure 4. 6 Normal P-P Plots .....	53
Figure 4. 7 Scatterplot.....	55

## LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE.....	48
APPENDIX B TABULATION DATA OF PRE-TEST .....	52
APPENDIX C OUTPUT PRE-TEST .....	53
APPENDIX D TABULATION DATA OF SAMPLE TEST.....	56
APPENDIX E OUTPUT SAMPLE.....	59
APPENDIX F TABLE STATISTIC.....	65
APPENDIX G TURNITIN REPORT.....	45

