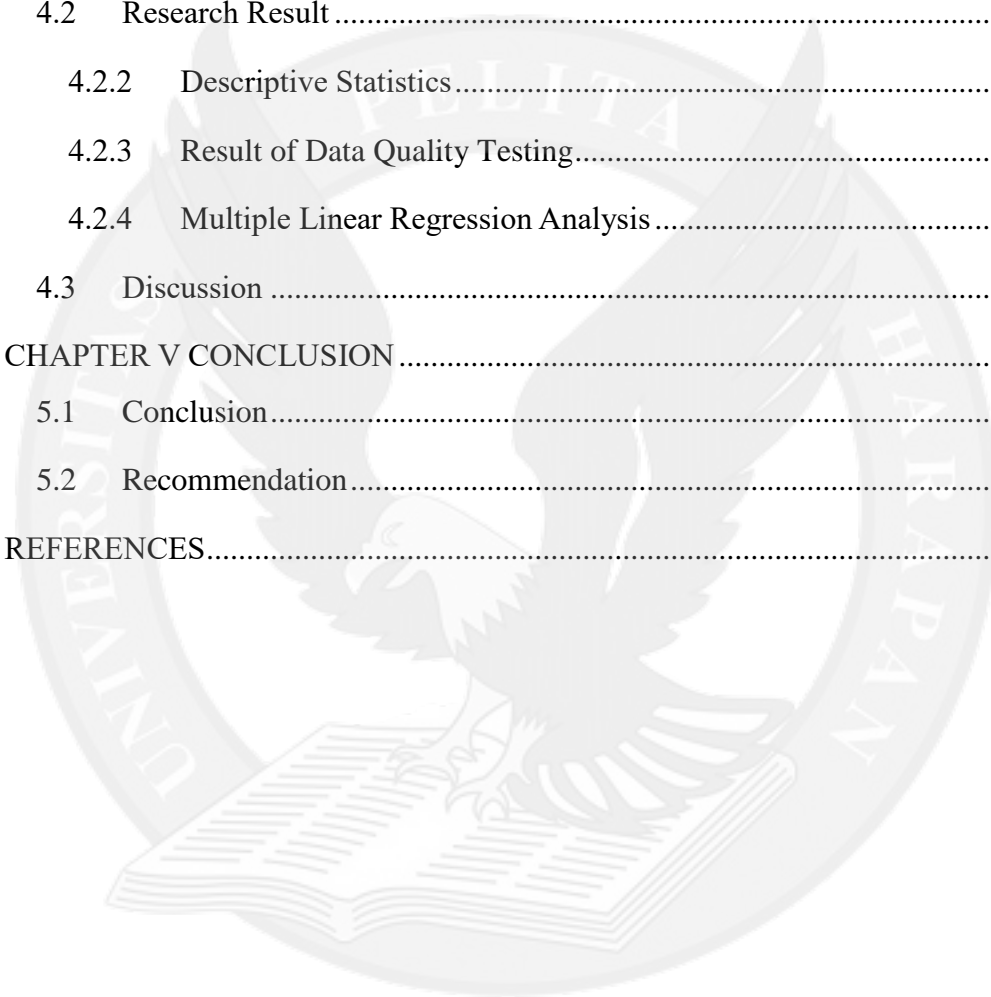


TABLE OF CONTENT

COVER PAGE.....	1
TITLE PAGE	2
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT.....	v
ABSTRAK	vi
TABLE OF CONTENT	ix
LIST OF FIGURES.....	xii
LIST OF TABLES.....	xiii
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	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	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	13
2.1 Definition of Management Marketing.....	13
2.2 Theory of Customer Satisfaction.....	14
2.2.1 Definition of Customer Satisfaction	14
2.2.2 Dimensions of Customer Satisfaction.....	15
2.2.3 Consumer Satisfaction Indicator	16
2.3 Theory of Customer Trust	18
2.3.1 Definition of Customer Trust	18
2.3.2 Dimension of Customer Trust	19

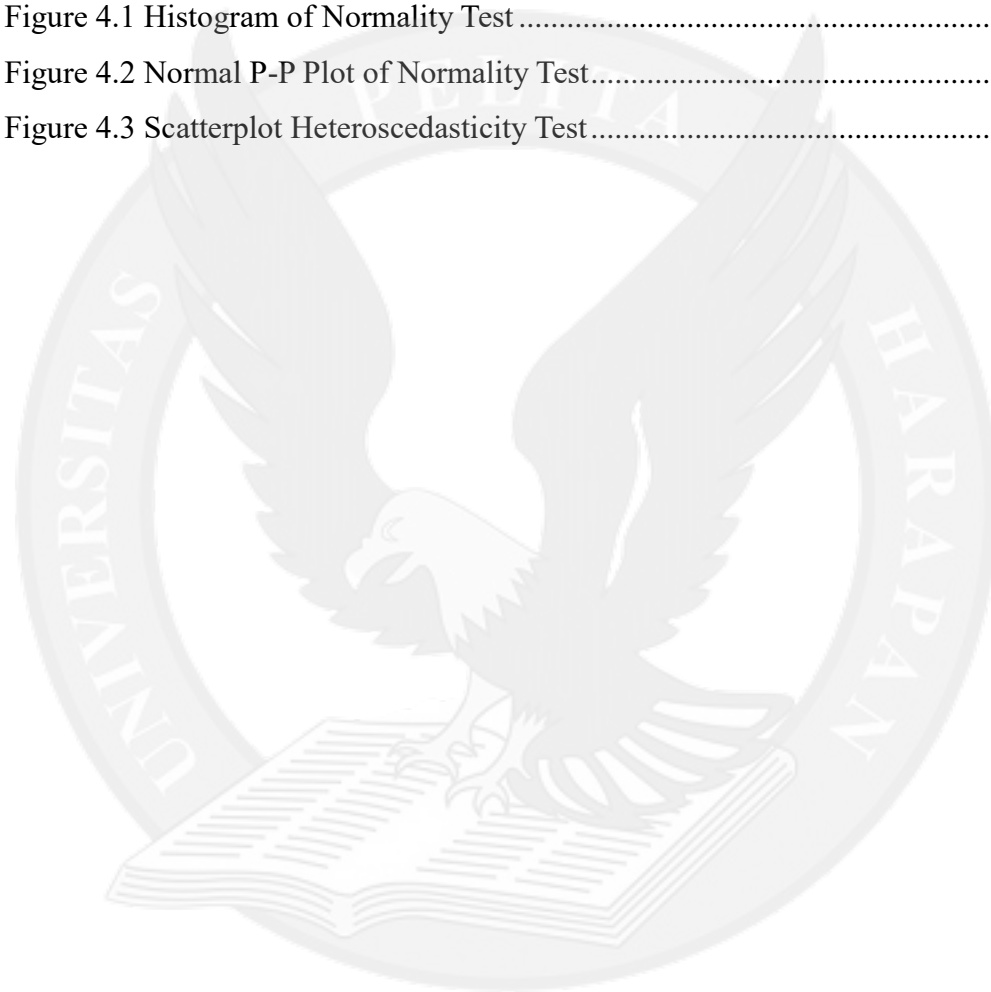
2.3.3	Indicators of Customer Trust.....	21
2.4	Theory of Service Quality	24
2.4.1	Definitions of Service Quality	24
2.4.2	Dimension of Service Quality	25
2.4.3	Indicators of Service Quality	26
2.5	Theory of Brand Image	27
2.5.1	Definitions of Brand Image.....	27
2.5.2	Dimensions of Brand Image	29
2.5.3	Indicators of Brand Image.....	31
2.6	Relationship between Customer Trust towards Customer Satisfaction .	32
2.7	Relationship between Service Quality towards Customer Satisfaction .	33
2.8	Relationship between Brand Image towards Customer Satisfaction.....	34
2.9	Previous Research	35
2.10	Hypothesis Development	36
2.11	Research Model.....	37
2.12	Framework of Thinking.....	39
CHAPTER III RESEARCH METHODOLOGY		40
3.1.	Research Design	40
3.2.	Population and Sample.....	41
3.3.	Data Collection Method	42
3.4.	Operational Definition and Variable Measurement.....	43
3.5.	Data Analysis Method	45
3.5.1	Test of Research Instrument.....	45
3.5.2	Descriptive Statistic	46
3.5.3	Classical Assumption Test.....	47

3.5.4	Multi Linear Regression Analysis.....	49
3.5.5	Hypothesis Examination	49
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....		52
4.1	General View of PT. Sicepat Ekspres Indonesia – Medan, North Sumatra 52	
4.2	Research Result	53
4.2.2	Descriptive Statistics.....	57
4.2.3	Result of Data Quality Testing.....	83
4.2.4	Multiple Linear Regression Analysis.....	88
4.3	Discussion	94
CHAPTER V CONCLUSION		100
5.1	Conclusion.....	100
5.2	Recommendation.....	100
REFERENCES.....		103



LIST OF FIGURES

Figure 1.1 Forecast of Ecommerce Penetration	2
Figure 1.2 Asia-Pacific Online Spending.....	2
Figure 1.3 Research Model	38
Figure 4.1 Histogram of Normality Test	85
Figure 4.2 Normal P-P Plot of Normality Test.....	85
Figure 4.3 Scatterplot Heteroscedasticity Test.....	87



LIST OF TABLES

Table 3.1 Likert Scale	42
Table 3.2 Research Variables	44
Table 3.3 Validity Scales	45
Table 3.4 Cronbach Alpha Reliability	46
Table 4.1 Validity Test of Trust (T)	54
Table 4.2 Validity Test of Service Quality (SQ).....	55
Table 4.3 Validity Test of Brand Image (B)	55
Table 4.4 Validity Test of Customer Satisfaction (CS)	55
Table 4.5 Reliability Test on Each Variable	56
Table 4.6 Gender Characteristic	57
Table 4.7 Age Characteristic	58
Table 4.8 Occupation Characteristic	59
Table 4.9 Descriptive Statistic for Customer Trust	59
Table 4.10 Descriptive Statistic for Service Quality	60
Table 4.11 Descriptive Statistic for Brand Image	60
Table 4.12 Descriptive Statistic for Customer Satisfaction	60
Table 4.13 Trust (T1).....	61
Table 4.14 Trust (T2).....	62
Table 4.15 Trust (T3).....	63
Table 4.16 Trust (T4).....	63
Table 4.17 Trust (T5).....	64
Table 4.18 Trust (T6).....	64
Table 4.19 Trust (T7).....	65
Table 4.20 Trust (T8).....	66
Table 4.21 Service Quality (SQ1)	66
Table 4.22 Service Quality (SQ2)	67
Table 4.23 Service Quality (SQ3)	68
Table 4.24 Service Quality (SQ4)	68

Table 4.25 Service Quality (SQ5)	69
Table 4.26 Service Quality (SQ6)	70
Table 4.27 Service Quality (SQ7)	70
Table 4.28 Service Quality (SQ8)	71
Table 4.29 Service Quality (SQ9)	72
Table 4.30 Service Quality (SQ10)	72
Table 4.31 Brand Image (B1)	73
Table 4.32 Brand Image (B2)	74
Table 4.33 Brand Image (B3)	74
Table 4.34 Brand Image (B4)	75
Table 4.35 Brand Image (B5)	76
Table 4.36 Brand Image (B6)	76
Table 4.37 Brand Image (B7)	77
Table 4.38 Brand Image (B8)	77
Table 4.39 Customer Satisfaction (CS1)	78
Table 4.40 Customer Satisfaction (CS2)	79
Table 4.41 Customer Satisfaction (CS3)	79
Table 4.42 Customer Satisfaction (CS4)	80
Table 4.43 Customer Satisfaction (CS5)	81
Table 4.44 Customer Satisfaction (CS6)	81
Table 4.45 Normality Test	84
Table 4.47 Multicollinearity Test	86
Table 4.46 Heteroscedasticity Test	87
Table 4.48 Regression Test	88
Table 4.49 Coefficient of Determination	90
Table 4.50 F Test	91
Table 4.51 T Test	92

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B: PRE-TEST QUESTIONNAIRE.....	B-1
APPENDIX C: PRE-TEST VALIDITY & RELIABILITY.....	C-1
APPENDIX D: MAIN QUESTIONNAIRE (SAMPLE).....	D-1
APPENDIX E: DESCRIPTIVE STATISTICS	E-1
APPENDIX F: CLASSICAL ASSUMPTION TEST	F-1
APPENDIX G: r TABLE	G-1
APPENDIX H: F TABLE	H-1
APPENDIX I: t TABLE.....	I-1

