

TABLE OF CONTENTS

	Page
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	9
1.3 Problem Formulation	9
1.4 Objective of The Research	10
1.5 Benefit of The Research.....	10
1.5.1 Theoretical Benefit	10
1.5.2 Practical Benefit	10

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1	Marketing Theory	12
2.2	Customer Satisfaction.....	12
2.2.1	Definition of Customer Satisfaction	13
2.2.2	The Indicators of Customer Satisfaction	13
2.2.3	The Factors that Influence the Customer Satisfaction	15
2.3	Promotion	18
2.3.1	The Definition of Promotion	18
2.3.2	The Indicators of Promotion.....	19
2.3.3	The Benefits of Promotion	21
2.3.4	Promotional Tools.....	23
2.4	Service Quality	24
2.4.1	The Definition of Service Quality.....	24
2.4.2	The Indicators of Service Quality	24
2.5	The Influence of Promotion toward Customer Satisfaction	25
2.6	The Influence of Service Quality toward Customer Satisfaction	26
2.7	The Influence of Promotion and Service Quality toward Customer Satisfaction	27
2.8	Previous Research	28
2.9	Hypothesis Development.....	29
2.10	Research Model	30
2.11	Theoretical Framework	31

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	31
3.2	Population and Sample	31
3.2.1	Research and Location	31
3.2.2	Population.....	31
3.2.3	Sample	32
3.3	Research Object.....	32
3.4	Data Collection Method	34

3.4.1	Primary Data	34
3.4.2	Secondary Data	35
3.5	Operational Variable Definition and Variable Measurement	35
3.5.1	Operational Variable Definition	35
3.5.2	Variable Definition, Indicators and Scale Data	36
3.6	Data Analysis Method.....	37
3.6.1	Descriptive Analysis Method	37
3.6.2	Research Instrument Test	39
3.6.3	Classical Assumption Test	40
3.6.4	Linear Aggression Test	41
3.6.5	Coefficient of Determination Test	41
3.6.6	Hypothesis Test.....	42

CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General View of Research Object	43
4.1.1	Brief History of the Company.....	43
4.1.2	Vision and Mission.....	43
4.2	Research Result	44
4.2.1	Research Instrument Test	44
4.2.1.1	Validity Test Result.....	45
4.2.1.2	Reliability Test Result	47
4.2.2	Descriptive Analysis.....	48
4.2.2.1	Respondent Characteristics.....	48
4.2.2.2	Explanation of Respondents on Research Variables.....	50
4.2.3	Result of Data Quality Testing.....	74
4.2.3.1	Classical Assumption Test Research.....	74
4.2.4	Multiple Linear Aggression Analysis.....	79
4.2.4.1	Regression Equation.....	80
4.2.4.2	Coefficient of Determination	80
4.2.4.3	Hypothesis Test Result	82

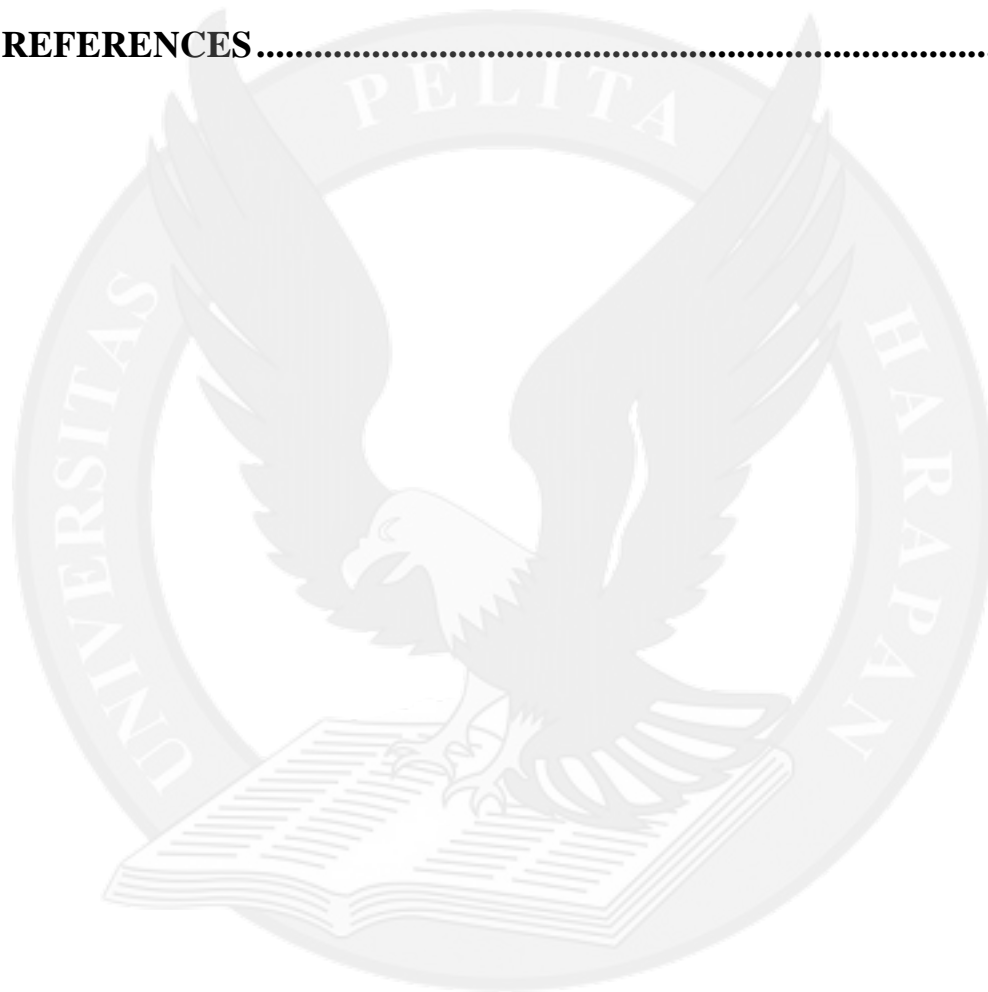
4.3 Discussion 84

CHAPTER V CONCLUSION

5.1 Conclusion..... 88

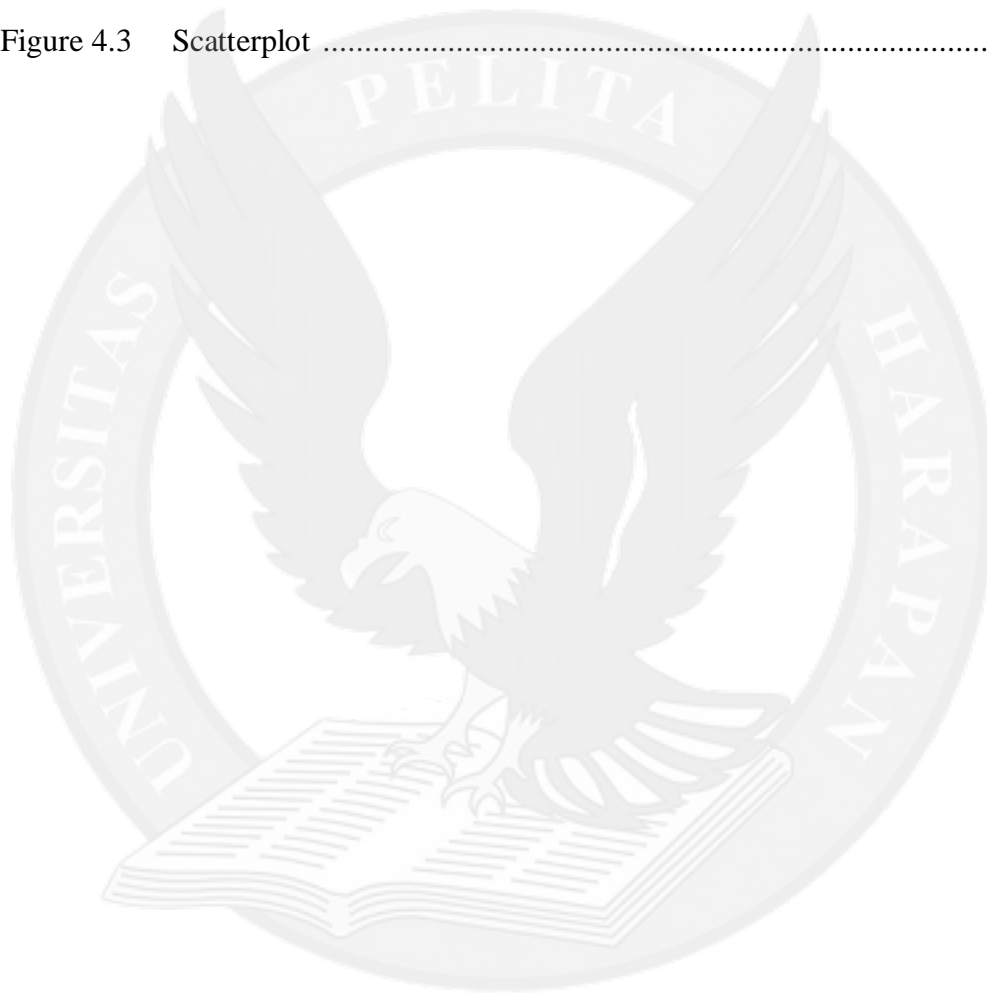
5.2 Managerial Implication 88

REFERENCES..... 91



LIST OF FIGURES

	Page
Figure 4.1 Normal P-Plot Normality Test	73
Figure 4.2 Histogram Normality Test	73
Figure 4.3 Scatterplot	75



LIST OF TABLES

Table 1.1	The competitors of Chubb safes' safe box.....	3
Table 1.2	The Number of Consumers of Safe Box.....	4
Table 1.3	Promotional Budget.....	5
Table 1.4	Reasons of Customers' Complaint.....	7
Table 3.1	Likert Scale.....	34
Table 3.2	Variable Definition and Indicator.....	35
Table 4.1	Validity Test for Promotion.....	45
Table 4.2	Validity Test for Service Quality.....	46
Table 4.3	Validity Test for Customer Satisfaction.....	46
Table 4.4	Reliability Test for Promotion, Service Quality and Customer Satisfaction.....	47
Table 4.5	Respondent's Characteristics based on Gender.....	48
Table 4.6	Respondent's Characteristics based on Age.....	49
Table 4.7	Respondent's Answer on Promotion Q1.....	50
Table 4.8	Respondent's Answer on Promotion Q2.....	51
Table 4.9	Respondent's Answer on Promotion Q3.....	52
Table 4.10	Respondent's Answer on Promotion Q4.....	53
Table 4.11	Respondent's Answer on Promotion Q5.....	53
Table 4.12	Respondent's Answer on Promotion Q6.....	54
Table 4.13	Respondent's Answer on Promotion Q7.....	55
Table 4.14	Respondent's Answer on Promotion Q8.....	55
Table 4.15	Respondent's Answer on Promotion Q9.....	56
Table 4.16	Respondent's Answer on Promotion Q10.....	57
Table 4.17	Respondent's Answer on Service Quality Q1.....	58
Table 4.18	Respondent's Answer on Service Quality Q2.....	59
Table 4.19	Respondent's Answer on Service Quality Q3.....	59
Table 4.20	Respondent's Answer on Service Quality Q4.....	60
Table 4.21	Respondent's Answer on Service Quality Q5.....	61
Table 4.22	Respondent's Answer on Service Quality Q6.....	62

Table 4.23	Respondent's Answer on Service Quality Q7	62
Table 4.24	Respondent's Answer on Service Quality Q8	63
Table 4.25	Respondent's Answer on Service Quality Q9	64
Table 4.26	Respondent's Answer on Service Quality Q10.....	65
Table 4.27	Respondent's Answer on Customer Satisfaction Q1	66
Table 4.28	Respondent's Answer on Customer Satisfaction Q2	66
Table 4.29	Respondent's Answer on Customer Satisfaction Q3	67
Table 4.30	Respondent's Answer on Customer Satisfaction Q4.....	68
Table 4.31	Respondent's Answer on Customer Satisfaction Q5	69
Table 4.32	Respondent's Answer on Customer Satisfaction Q6	70
Table 4.33	Interval Class	70
Table 4.34	Descriptive Statistics of Promotion	71
Table 4.35	Descriptive Statistics of Service Quality	72
Table 4.36	Descriptive Statistics of Customer Satisfaction	73
Table 4.37	One-Sample Kolmogorov-Smirnov	75
Table 4.38	Heteroscedasticity Test	77
Table 4.39	Linearity Test of X_1 toward Y	78
Table 4.40	Linearity Test of X_2 toward Y	78
Table 4.41	Multicollinearity Test	79
Table 4.42	Multiple Linear Regression Analysis	80
Table 4.43	Coefficient of Determination	81
Table 4.44	F-Test Result	82
Table 4.45	T-Test Result	83

LIST OF APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE	A-1
APPENDIX B: <i>KUESTIONER PENELITIAN</i>	B-1
APPENDIX C: PRETEST RESULT	C-1
APPENDIX D: RESULT OF VALIDITY AND RELIABILITY TEST	D-1
APPENDIX E: RESPONDENT ANSWER OUTPUT.....	E-1
APPENDIX F: DATA OUTPUT.....	F-1
APPENDIX G: SPSS DATA OUTPUT	G-1
APPENDIX H: R-TEST DISTRIBUTION TABLE	H-1
APPENDIX I: F-TEST DISTRIBUTION TABLE	I-1
APPENDIX J: T-TEST DISTRIBUTION TABLE.....	J-1
APPENDIX K: REFERENCE LETTER	K-1