

## Table of Contents

<b>SKRIPSI.....</b>	<b>i</b>
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK .....</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>xii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvi</b>
<b>CHAPTER I</b>	
<b>1.1 Background of the Study .....</b>	<b>1</b>
<b>1.2 Problem Limitation.....</b>	<b>11</b>
<b>1.3 Problem Formulation.....</b>	<b>11</b>
<b>1.4 Objective of the Research.....</b>	<b>12</b>
<b>1.5 Practical Benefit .....</b>	<b>12</b>
<b>1.5.1 Theoretical Benefit.....</b>	<b>12</b>
<b>1.5.2 Practical Benefit .....</b>	<b>12</b>
<b>CHAPTER II</b>	
<b>2.1 Theory of Marketing.....</b>	<b>14</b>
<b>2.1.1 Definition of Marketing .....</b>	<b>14</b>
<b>2.1.2 The Concept of Marketing .....</b>	<b>15</b>
<b>2.2 Customer Purchase Decision.....</b>	<b>18</b>
<b>2.2.1 Definition of Customer Purchase Decision .....</b>	<b>18</b>
<b>2.2.2 Indicators of Customer Purchase Decision.....</b>	<b>19</b>
<b>2.2.3 Factors that Influence Purchase Decision.....</b>	<b>20</b>
<b>2.3 Brand Image .....</b>	<b>21</b>
<b>2.3.1 Definition of Brand Image.....</b>	<b>21</b>
<b>2.3.2 Indicators of Brand Image .....</b>	<b>22</b>
<b>2.3.3 Dimension of Brand Image.....</b>	<b>24</b>

<b>2.4</b>	<b>Product Knowledge</b> .....	<b>25</b>
2.4.1	<b>Definition of Product Knowledge</b> .....	<b>25</b>
2.4.2	<b>Indicators of Product Knowledge</b> .....	<b>26</b>
2.4.3	<b>Types of Product Knowledge</b> .....	<b>28</b>
<b>2.5</b>	<b>The Relationship between Brand Image and Customer Purchase Decision</b> .....	<b>29</b>
<b>2.6</b>	<b>The Relationship between Product Knowledge and Customer Purchase Decision</b> .....	<b>30</b>
<b>2.7</b>	<b>The Relationship between Brand Image, Product Knowledge and Customer Purchase Decision</b> .....	<b>30</b>
<b>2.8</b>	<b>Previous Research</b> .....	<b>31</b>
<b>2.9</b>	<b>Hypothesis Development</b> .....	<b>33</b>
<b>2.10</b>	<b>Research Model</b> .....	<b>34</b>
<b>2.11</b>	<b>Framework Thinking</b> .....	<b>35</b>
<b>CHAPTER III</b>		
<b>3.1</b>	<b>Research Design</b> .....	<b>35</b>
<b>3.2</b>	<b>Population and Sample</b> .....	<b>36</b>
3.2.1	<b>Population</b> .....	<b>36</b>
3.2.2	<b>Sample</b> .....	<b>36</b>
<b>3.3</b>	<b>Data Collection Method</b> .....	<b>37</b>
3.3.1	<b>Primary Data</b> .....	<b>37</b>
3.3.2	<b>Secondary Data</b> .....	<b>38</b>
<b>3.4</b>	<b>Operational Variable and Variable Measurement</b> .....	<b>38</b>
3.4.1	<b>Operational Variable Definition</b> .....	<b>38</b>
<b>3.5</b>	<b>Data Analysis Method</b> .....	<b>40</b>
3.5.1	<b>Descriptive Statistics Analysis Method</b> .....	<b>40</b>
3.5.3	<b>Classical Assumption Test</b> .....	<b>44</b>
3.5.4	<b>Multiple Linear Regression Test</b> .....	<b>46</b>
3.5.5	<b>Coefficient of Determination test</b> .....	<b>46</b>
3.5.6	<b>Hypothesis Test</b> .....	<b>48</b>
<b>CHAPTER IV</b>		
<b>4.1</b>	<b>General View of Research Object</b> .....	<b>50</b>

4.1.1	Brief History of the Company .....	50
4.1.2	Vision and Mission Statement of the Company .....	51
4.2	Research Results.....	51
4.2.1	Pre-Test .....	51
4.2.1.1	Validity Test Result.....	53
4.2.1.2	Reliability Test Result.....	55
4.2.2	Descriptive Statistics .....	57
4.2.2.1	Characteristics of Respondents.....	57
4.2.2.2	Explanation of Respondents on Research Variable.....	60
4.2.3	Result of Data Quality Testing.....	87
4.2.3.1	Classical Assumption Test Result.....	87
4.2.4	Multiple Linear Regression Analysis .....	92
4.2.4.1	Regression Equation .....	92
4.2.4.2	Coefficient of Determination.....	93
4.2.4.3	Hypothesis Test Result.....	94
4.3	Discussion.....	98
<b>CHAPTER V</b>		
5.1	Conclusion.....	103
5.2	Managerial Implication .....	104
5.3	Recommendation.....	104
<b>REFERENCES.....</b>		<b>107</b>

## LIST OF FIGURES

<b>Figure 1. 1 Company Profit in \$million</b> .....	2
<b>Figure 1. 2 Sustainable vs Regular New Arrivals 2020</b> .....	6
<b>Figure 1. 3 Number of products available in Uniqlo and Zara</b> .....	7
<b>Figure 2. 1 Research Model</b> .....	34
<b>Figure 2. 2 Framework Thinking</b> .....	35
<b>Figure 4. 1 Respondents Characteristics Based on Gender</b> .....	57
<b>Figure 4. 2 Respondents Characteristics Based on Age</b> .....	58
<b>Figure 4. 3 Respondents Characteristics Based on Occupation</b> .....	59
<b>Figure 4. 4 Normal P-Plot of Normality Test</b> .....	87
<b>Figure 4. 5 Histogram Normality Test</b> .....	88
<b>Figure 4. 6 Scatterplot Heteroscedasticity Test</b> .....	90

## LIST OF TABLES

<b>Table 1. 1 List of Competitors in Medan .....</b>	<b>7</b>
<b>Table 3. 1 Likert Scale Table .....</b>	<b>38</b>
<b>Table 3. 2 Operational Variable Definition and Indicators .....</b>	<b>39</b>
<b>Table 3. 3 Validity Test Scales .....</b>	<b>43</b>
<b>Table 3. 4 Reliability Test Scales .....</b>	<b>44</b>
<b>Table 3. 5 Coefficient of Correlation Scale .....</b>	<b>47</b>
<b>Table 3. 6 Coefficient Determination Scale.....</b>	<b>48</b>
<b>Table 4. 1 Respondent's Characteristics (N=30).....</b>	<b>52</b>
<b>Table 4. 2 Validity Test for Brand Image (Variable X1).....</b>	<b>53</b>
<b>Table 4. 3 Validity Test for Product Knowledge (Variable X2) .....</b>	<b>54</b>
<b>Table 4. 4 Validity Test for Customer Purchase Decision (Variable Y) .....</b>	<b>55</b>
<b>Table 4. 5 Reliability Test for Brand Image (X1), Product Knowledge (X2), and Customer Purchase Decision (Y).....</b>	<b>56</b>
<b>Table 4. 6 Respondents' Response on BI1 .....</b>	<b>61</b>
<b>Table 4. 7 Respondents' Response on BI2 .....</b>	<b>62</b>
<b>Table 4. 8 Respondents' Response on BI3 .....</b>	<b>63</b>
<b>Table 4. 9 Respondents' Response on BI4 .....</b>	<b>64</b>
<b>Table 4. 10 Respondents' Response on BI5 .....</b>	<b>65</b>
<b>Table 4. 11 Respondents' Response on BI6 .....</b>	<b>66</b>
<b>Table 4. 12 Respondents' Response on PK1 .....</b>	<b>67</b>
<b>Table 4. 13 Respondents' Response on PK2 .....</b>	<b>68</b>
<b>Table 4. 14 Respondents' Response on PK3 .....</b>	<b>69</b>
<b>Table 4. 15 Respondents' Response on PK4 .....</b>	<b>70</b>
<b>Table 4. 16 Respondents' Response on PK5 .....</b>	<b>71</b>
<b>Table 4. 17 Respondents' Response on PK6 .....</b>	<b>72</b>
<b>Table 4. 18 Respondents' Response on PD1 .....</b>	<b>73</b>
<b>Table 4. 19 Respondents' Response on PD2 .....</b>	<b>74</b>
<b>Table 4. 20 Respondents' Response on PD3 .....</b>	<b>75</b>

<b>Table 4. 21 Respondents' Response on PD4 .....</b>	<b>76</b>
<b>Table 4. 22 Respondents' Response on PD5 .....</b>	<b>77</b>
<b>Table 4. 23 Respondents' Response on PD6 .....</b>	<b>78</b>
<b>Table 4. 24 Respondents' Response on PD7 .....</b>	<b>79</b>
<b>Table 4. 25 Respondents' Response on PD8 .....</b>	<b>80</b>
<b>Table 4. 26 Respondents' Response on PD9 .....</b>	<b>81</b>
<b>Table 4. 27 Respondents' Response on PD10 .....</b>	<b>82</b>
<b>Table 4. 28 Interval Class .....</b>	<b>83</b>
<b>Table 4. 29 Descriptive Statistics of Brand Image (Variable X1).....</b>	<b>84</b>
<b>Table 4. 30 Descriptive Statistics of Product Knowledge (Variable X2).....</b>	<b>85</b>
<b>Table 4. 31 Descriptive Statistics of Customer Purchase Decision (Variable Y)</b>	
<b>.....</b>	<b>86</b>
<b>Table 4. 32 One-Sample Kolmogorov-Smirnov Test .....</b>	<b>89</b>
<b>Table 4. 33 Glejser Test .....</b>	<b>91</b>
<b>Table 4. 34 Multicollinearity Test.....</b>	<b>91</b>
<b>Table 4. 35 Multiple Linear Regression Analysis.....</b>	<b>92</b>
<b>Table 4. 36 Coefficient of Determination Test.....</b>	<b>94</b>
<b>Table 4. 37 F-test Result .....</b>	<b>95</b>
<b>Table 4. 38 T-test Result .....</b>	<b>97</b>

## **LIST OF APPENDICES**

APPENDIX A: QUESTIONNAIRE

APPENDIX B: RESPONDENTS DATA FROM PRE-TEST

APPENDIX C: RESULT OF VALIDITY AND  
RELIABILITY TEST (PRE-TEST)

APPENDIX D: RESPONDENTS DATA FROM MAIN TEST

APPENDIX E: SPSS V.25 DATA OUTPUT

APPENDIX F: R-TEST DISTRIBUTION TABLE

APPENDIX G: F-TEST DISTRIBUTION TABLE

APPENDIX H: t-TEST DISTRIBUTION TABLE

