

## TABLE OF CONTENTS

<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD</b>	
<b>AGREEMENT .....</b>	ii
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	iv
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	vi
<b>ABSTRACT .....</b>	vii
<b>ABSTRAK .....</b>	viii
<b>PREFACE.....</b>	ix
<b>TABLE OF CONTENTS.....</b>	xi
<b>LIST OF FIGURES .....</b>	xv
<b>LIST OF TABLES .....</b>	xvi
<b>LIST OF APPENDICES.....</b>	xix

### **CHAPTER I INTRODUCTION**

1.1. Background of the Study .....	1
1.2. Problem Limitation .....	4
1.3. Problem Formulation .....	5
1.4. Objective of the Research.....	5
1.5. Benefit of the Research.....	6
1.5.1. Theoretical Benefit.....	6
1.5.2. Practical Benefit .....	6

### **CHAPTER II LITERATURE REVIEW AND HYPOTHESIS**

#### **DEVELOPMENT**

2.1. Theoretical Background.....	8
2.1.1. Marketing.....	8
2.1.1.1. The Definition of Marketing.....	8

2.1.1.2. Marketing Mix .....	8
2.1.2. Price .....	9
2.1.2.1. The Definition of Price .....	9
2.1.2.2. The Concept and Role of Price.....	10
2.1.2.3. The Purpose of Price.....	11
2.1.2.4. The Determinant of Price.....	13
2.1.2.5. The Indicator of Price Strategy.....	17
2.1.3. Product Quality .....	18
2.1.3.1. The Definition of Product Quality .....	18
2.1.3.2. The Evaluation of Product Quality .....	18
2.1.3.3. The Characteristic of Product Quality .....	19
2.1.3.4. Product Quality Management (PQM).....	22
2.1.4. Customer Satisfaction .....	23
2.1.4.1. The Definition of Customer Satisfaction.....	23
2.1.4.2. Profitability of Customer Satisfaction .....	24
2.1.4.3. The Value of Customer Satisfaction.....	25
2.1.4.4. Customer Satisfaction Influencing Factors.....	25
2.1.4.5. The Theory of Customer Satisfaction.....	28
2.1.4.6. The Influence of Price Towards Customer Satisfaction .....	30
2.1.4.7. The Influence of Product Quality Towards Customer Satisfaction .....	33
2.2. Previous Research.....	34
2.3. Hypothesis Development.....	35
2.4. Research Model .....	38
2.5. Framework of Thinking .....	38
<b>CHAPTER III RESEARCH METHODOLOGY</b>	
3.1. Research Design .....	41
3.2. Research Object .....	41

3.2.1. Population.....	41
3.2.2. Sample.....	42
3.3. Sampling Method.....	42
3.3.1. Probability Sampling.....	43
3.3.2. Simple Random Sampling.....	43
3.4. Data Collective Method.....	44
3.5. Variable Measurement and Operational Variable .....	47
3.5.1. Variable Measurement .....	47
3.5.1.1. Independent Variable (X) .....	48
3.5.1.2. Dependent Variable (Y).....	49
3.5.1.3. Likert Scale .....	50
3.5.2. Operational Variables.....	50
3.6. Data Analysis Method .....	52
3.6.1. Validity Test .....	52
3.6.2. Reliability Test.....	53
3.6.3. Descriptive Statistic.....	55
3.6.4. Normality Test.....	56
3.6.5. Linearity Test .....	57
3.6.6. Coefficient of Determination Test.....	57
3.6.7. Hypothesis Test.....	58

## **CHAPTER IV DATA ANALYSIS AND DISCUSSION**

4.1. General Description of Research Object .....	60
4.1.1. Company History .....	60
4.1.2. Company Mission and Vision .....	61
4.1.3. Organizational Structure .....	61
4.1.4. Job Description.....	62
4.2. Data Analysis.....	64
4.2.1. Research Instrument.....	64

4.2.2. Descriptive Statistic.....	66
4.2.3. Data Quality Testing .....	83
4.2.3.1. Normality Test .....	83
4.2.3.2. Linearity Test.....	84
4.2.3.3. Coefficient Correlation Test .....	85
4.2.3.4. Determination Test .....	86
4.2.3.5. Hypothesis Test .....	87
4.3. Discussion.....	88

## **CHAPTER V CONCLUSION**

5.1. Conclusion .....	91
5.1.1. Conclusions for Hypothesis .....	91
5.1.1.1. The Influence of Price Towards Customer satisfaction.....	91
5.1.1.2. The Influence of Product Quality Towards Customer Satisfaction .....	92
5.1.2. Conclusion for Research Problems .....	93
5.2. Implications .....	94
5.2.1. Theoretical Implications.....	94
5.2.2. Practical Implications.....	95
5.3. Recommendation .....	96
<b>REFERENCES.....</b>	<b>98</b>

## **LIST OF FIGURES**

Figure 2.1 Customer Purchasing Behavior Influencing Factors .....	28
Figure 2.2 Research Model .....	38
Figure 2.3 Framework of Thinking .....	39
Figure 4.1 Organizational Structure of PT. Samudera Atlantik Jaya Medan Tembung . .....	62



## **LIST OF TABLES**

Table 1.1 CEAT Sales.....	1
Table 1.2 CHAOYANG Sales .....	2
Table 1.3 Total Sales.....	2
Table 1.4 Negative Feedback.....	3
Table 2.1 Previous Research.....	34
Table 3.1 Population .....	42
Table 3.2 Likert Scale .....	50
Table 3.3 Operational Definition and Variable measurement.....	51
Table 3.4 Correlation Coefficient.....	53
Table 4.1 Variable X1 Validity Result.....	64
Table 4.2 Variable X2 Validity Result.....	65
Table 4.3 Variable Y Validity Result.....	65
Table 4.4 Variable X1 Reliability Result .....	65
Table 4.5 Variable X2 Reliability Result .....	66
Table 4.6 Variable Y Reliability Result .....	66
Table 4.7 Data of Respondent's Gender .....	66
Table 4.8 Data Length of Customer's Loyalty.....	67
Table 4.9 Data of Customer's Age .....	67
Table 4.10 Result Questionnaire No. 1 for X1 Variable.....	68
Table 4.11 Result Questionnaire No. 2 for X1 Variable.....	69

Table 4.12 Result Questionnaire No. 3 for X1 Variable .....	69
Table 4.13 Result Questionnaire No. 4 for X1 Variable .....	69
Table 4.14 Result Questionnaire No. 5 for X1 Variable .....	70
Table 4.15 Result Questionnaire No. 6 for X1 Variable .....	70
Table 4.16 Result Questionnaire No. 7 for X1 Variable .....	70
Table 4.17 Result Questionnaire No. 8 for X1 Variable .....	71
Table 4.18 Result Questionnaire No. 9 for X2 Variable .....	71
Table 4.19 Result Questionnaire No. 10 for X2 Variable .....	71
Table 4.20 Result Questionnaire No. 11 for X2 Variable .....	72
Table 4.21 Result Questionnaire No. 12 for X2 Variable .....	72
Table 4.22 Result Questionnaire No. 13 for X2 Variable .....	72
Table 4.23 Result Questionnaire No. 14 for X2 Variable .....	73
Table 4.24 Result Questionnaire No. 15 for X2 Variable .....	73
Table 4.25 Result Questionnaire No. 16 for X2 Variable .....	73
Table 4.26 Result Questionnaire No. 17 for X2 Variable .....	74
Table 4.27 Result Questionnaire No. 18 for X2 Variable .....	74
Table 4.28 Result Questionnaire No. 19 for X2 Variable .....	74
Table 4.29 Result Questionnaire No. 20 for X2 Variable .....	75
Table 4.30 Result Questionnaire No. 21 for X2 Variable .....	75
Table 4.31 Result Questionnaire No. 22 for X2 Variable .....	75
Table 4.32 Result Questionnaire No. 23 for X2 Variable .....	76
Table 4.33 Result Questionnaire No. 24 for X2 Variable .....	76
Table 4.34 Result Questionnaire No. 25 for Y Variable .....	76
Table 4.35 Result Questionnaire No. 26 for Y Variable .....	77
Table 4.36 Result Questionnaire No. 27 for Y Variable .....	77
Table 4.37 Result Questionnaire No. 28 for Y Variable .....	77
Table 4.38 Result Questionnaire No. 29 for Y Variable .....	78
Table 4.39 Result Questionnaire No. 30 for Y Variable .....	78
Table 4.40 Likert Scale .....	79

Table 4.41 Statistic Result.....	79
Table 4.42 Statistic Scale for Variable X1 .....	79
Table 4.43 Statistic Scale for Variable X2.....	81
Table 4.44 Statistic Scale for Variable X2.....	82
Table 4.45 Normality Test .....	83
Table 4.46 Linearity Test .....	84
Table 4.47 Coefficient Correlation Test.....	85
Table 4.48 Determination Test.....	86
Table 4.49 Hypothesis Test.....	87
Table 5.1 Theoretical Implications.....	93
Table 5.2 Practical Implications.....	94
Table 5.3 Recommendation.....	95

## LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE .....	A - 1
APPENDIX B: RESPONDENTS TEST SAMPLE.....	B - 1
APPENDIX C: RESPONDENTS TEST SAMPLE.....	C - 1
APPENDIX D: RESPONDENTS TEST SAMPLE.....	D - 1
APPENDIX E: RESULT OF SPSS FOR VARIABLE X1 .....	E - 1
APPENDIX F: RESULT OF SPSS FOR VARIABLE X2.....	F - 1
APPENDIX G: RESULT OF SPSS FOR VARIABLE Y .....	G - 1