

## TABLE OF CONTENT

	Page
<b>COVER PAGE</b>	
<b>TITLE PAGE</b>	
<b>DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT .....</b>	<b>ii</b>
<b>APPROVAL PAGE BY <i>FINAL PAPER</i> ADVISOR .....</b>	<b>iv</b>
<b>APPROVAL PAGE BY <i>FINAL PAPER</i> COMMITTEE .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b><i>ABSTRAK</i> .....</b>	<b>vii</b>
<b>PREFACE .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xii</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>LIST OF APPENDICES.....</b>	<b>xv</b>
<b>CHAPTER 1 INTRODUCTION</b>	
1.1. Background of Study.....	<b>Error! Bookmark not defined.</b>
1.2. Problem limitation.....	4
1.3. Problem formulation.....	<b>Error! Bookmark not defined.</b>
1.4. Objective of the research .....	5
1.5. Benefit of research .....	<b>Error! Bookmark not defined.</b>
1.5.1 Theoretical Benefit .....	<b>Error! Bookmark not defined.</b>
1.5.2 Practical Benefit .....	6
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1 Theoretical Background .....	7
2.1.1 Marketing.....	7
2.1.2 Customer Satisfaction.....	8
2.1.2.1 Definition of Customer Satisfaction .....	8

2.1.2.2	Benefits of Consumer Satisfaction.....	9
2.1.2.3	Advantages of Customer Satisfaction .....	10
2.1.2.4	Indicators of Customer Satisfaction .....	11
2.1.3	Personal Selling.....	13
2.1.3.1	Definition of Personal Selling .....	13
2.1.3.2	Effective Personal Selling Process.....	13
2.1.3.3	Factors Affecting Personal Selling .....	15
2.1.3.4	Indicators of Personal Selling .....	15
2.1.4	Purchasing Decision .....	16
2.1.4.1	Definition of Purchasing Decision.....	16
2.1.4.2	Purchase Decision Process .....	18
2.1.4.3	Indicator of Purchasing Decision.....	20
2.1.5	Relationship between Customer Satisfaction and Purchasing Decision.....	21
2.2	Previous Research .....	21
2.3	Hypothesis Development.....	23
2.4	Research Model.....	23
2.5	Framework of Thinking.....	24

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design.....	25
3.2	Population And Sample .....	25
3.3	Data Collection Method.....	26
3.4	Operational Variable and Variable Measurement.....	27
3.5	Data Analysis Method .....	29
3.5.1	Descriptive Statistics .....	29
3.5.2	Instrument Test .....	31
3.5.1.1	Validity Test .....	32
3.5.1.2	Reliability Test.....	32
3.5.3	Clasical Assumption Test .....	33
3.5.3.1	Normality Tests.....	33

3.5.3.2	Heteroscedasticity Test .....	33
3.5.3.3	Multicollinearity Test.....	34
3.5.3.4	Linearity Test.....	34
3.5.4	Multiple Linear Regression Analysis .....	35
3.5.5	Determination Test.....	36
3.5.6	Hypothesis Test.....	36
3.5.6.1	Partial (t Test) .....	36
3.5.6.2	F Test.....	36

## CHAPTER IV RESEARCH RESULT AND DISCUSSION

4.1	General Review of Research Object .....	38
4.1.1	Bried Overview of CV Sukses Makmur Abadi, Binjai .....	38
4.1.2	Vision and Mission of CV Sukses Makmur Abadi, Binjai.....	38
4.1.3	Organization Structure .....	39
4.2	Research Results .....	42
4.2.1	Descriptive Statistics .....	42
4.2.1.1	Validity test.....	<b>Error! Bookmark not defined.</b>
4.2.1.2	Reliability Test.....	<b>Error! Bookmark not defined.</b>
4.2.2	Test of Research Instrument .....	57
4.2.3	Result of Data Quality Testing .....	60
4.2.3.1	Classical Assumption Testing Results .....	60
4.2.4	Result of Hypothesis Testing .....	68
4.2.4.1	Coefficient of Determination.....	68
4.2.4.2	Partial Test (t Test).....	<b>Error! Bookmark not defined.</b>
4.2.4.3	Simultaneous Test (F Test).....	67
4.3	Discussion.....	68

## CHAPTER V CONCLUSION

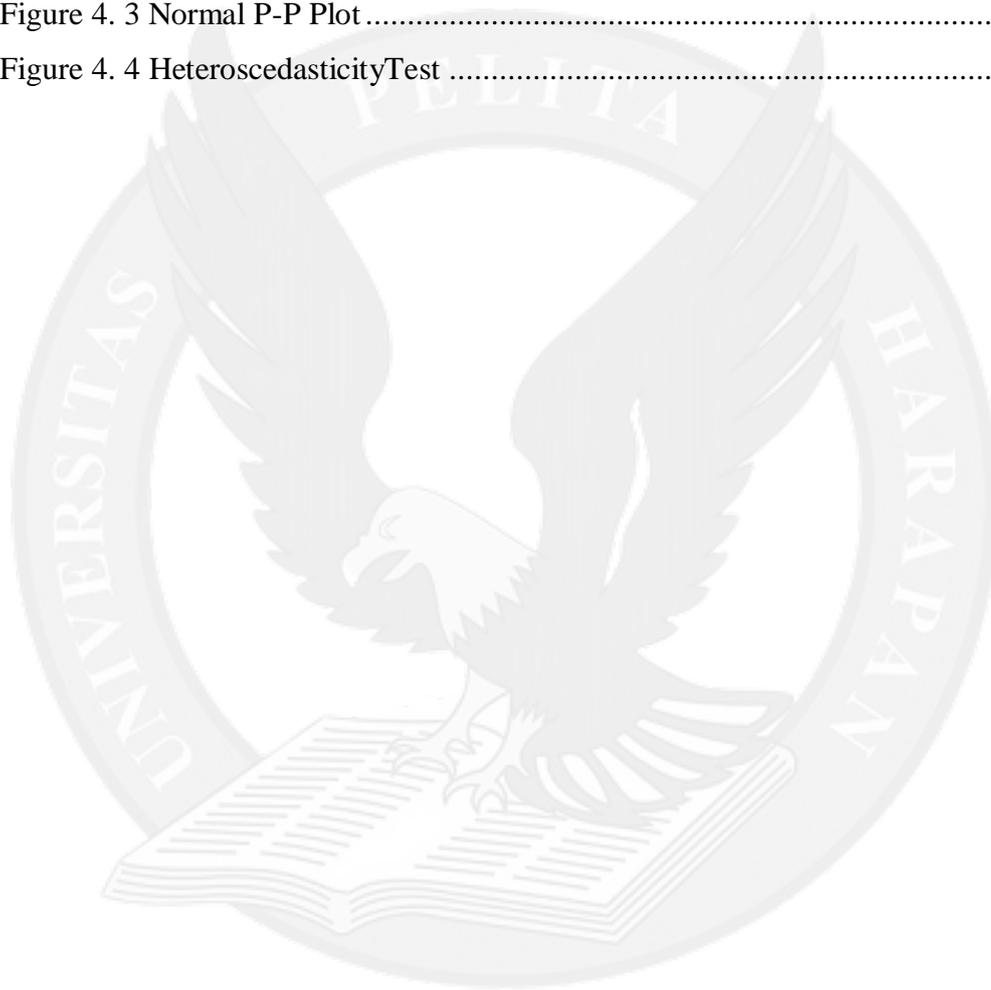
5.1	Conclusion .....	71
5.2	Recommendation.....	71

**REFERENCE..... 73**



## LIST OF FIGURES

	<b>Page</b>
Figure 2. 1 Research Model .....	23
Figure 2. 2 Framework of Thinking.....	24
Figure 4. 1 Organizational structure of CV Sukses Makmur Abadi, Binjai .....	39
Figure 4. 2 Histograms.....	61
Figure 4. 3 Normal P-P Plot.....	61
Figure 4. 4 HeteroscedasticityTest .....	64



## LIST OF TABLES

	<b>Page</b>
Table 1. 1 Sales Data .....	3
Table 3. 1 Likert Scale .....	27
Table 3. 2 Operationalization Variables.....	28
Table 4. 1 Characteristics of Respondents by Gender .....	43
Table 4. 2 Characteristics of Respondents by Age .....	43
Table 4. 3 Variable X <sub>1</sub> - Question 1.....	43
Table 4. 4 Variable X <sub>1</sub> - Question 2.....	44
Table 4. 5 Variable X <sub>1</sub> - Question 3.....	44
Table 4. 6 Variable X <sub>1</sub> - Question 4.....	45
Table 4. 7 Variable X <sub>1</sub> - Question 5.....	45
Table 4. 8 Variable X <sub>1</sub> - Question 6.....	45
Table 4. 9 Variable X <sub>1</sub> - Question 7.....	46
Table 4. 10 Variable X <sub>1</sub> - Question 8.....	46
Table 4. 11 Variable X <sub>2</sub> - Question 1.....	47
Table 4. 12 Variable X <sub>2</sub> - Question 2.....	47
Table 4. 13 Variable X <sub>2</sub> - Question 3.....	47
Table 4.14 Variable X <sub>2</sub> - Question 4.....	48
Table 4.15 Variable X <sub>2</sub> - Question 5.....	48
Table 4.16 Variable X <sub>2</sub> - Question 6.....	48
Table 4.17 Variable X <sub>2</sub> - Question 7.....	49
Table 4. 18 Variable X <sub>2</sub> - Question 8.....	49
Table 4. 19 Variable Y - Question 1 .....	50
Table 4. 20 Variable Y Question 2 .....	50
Table 4. 21 Variable Y - Question 3 .....	50
Table 4.22 Variable Y - Question 4 .....	51
Table 4.23 Variable Y - Question 5 .....	51
Table 4.24 Variable Y Question 6 .....	52
Table 4.25 Variable Y - Question 7 .....	52

Table 4.26 Variable Y - Question 8 .....	52
Table 4.27 Variable Y - Question 8 .....	53
Table 4.28 Variable Y- Question 8 .....	53
Table 4. 29 The Interval Tables .....	54
Table 4. 30 Descriptive Statistics of Customer Satisfaction .....	54
Table 4. 31 Descriptive Statistics of Personal Selling .....	55
Table 4. 32 Descriptive Statistics of Purchase Decision .....	54
Table 4. 33 The Interval Tables .....	56
Table 4. 34 Descriptive Statistics of Purchase Decision .....	56
Table 4.35 Test Results for the Validity of Customer Satisfaction ( $X_1$ ) .....	57
Table 4. 36 Test Results for the Validity of Personal Selling ( $X_2$ ) .....	58
Table 4.37 Test Results for the Validity of Purchase Decision ( $X_1$ ) .....	58
Table 4. 38 Test Results for the Reliability of Customer Satisfaction .....	59
Table 4. 39 Test Results for the Reliability of Personal Selling .....	59
Table 4. 40 Test Results for the Reliability of Purchase Decision .....	60
Table 4. 41 Kolmogorv-Sminorv (K-S) test .....	62
Table 4. 42 Multicollinearity Test .....	63
Table 4. 43 HeteroscedasticityTest .....	64
Table 4. 44 MultipleLinear Regression .....	65
Table 4. 45 Coefficient of Determination .....	66
Table 4. 46 t Test .....	67
Table 4. 47 F Test .....	68

## LIST OF APPENDICES

	<b>Page</b>
APPENDIX A QUESTIONNAIRE .....	A-1
APPENDIX B TABULATION QUESTIONNAIRE DATA .....	B-1
APPENDIX C TABULATION QUESTIONNAIRE DATA.....	C-1
APPENDIX D SPSS OUPUT .....	D-1
APPENDIX E R TABLE .....	E-1
APPENDIX F T TABLE .....	F-1
APPENDIX G F TABLE .....	G-1

