

## TABLE OF CONTENT

<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>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 BACKGROUND OF STUDY .....	1
1.2 PROBLEM LIMITATION .....	12
1.3 PROBLEM FORMULATION .....	12
1.4 OBJECTIVE OF RESEARCH .....	13
1.5 BENEFIT OF RESEARCH .....	14
1.5.1 THEORETICAL BENEFIT .....	14
1.5.2 PRACTICAL BENEFIT .....	14
<b>CHAPTER II LITERATURE REVIEW AND HYPHOTHESIS DEVELOPMENT .....</b>	<b>16</b>
2.1 THEORETICAL BACKGROUND .....	16
2.1.1 MARKETING .....	16
2.1.2 MARKETING MIX.....	17
2.1.3 PRODUCT .....	18
2.1.4 PRICE .....	21
2.1.5 PLACE .....	24
2.1.6 PROMOTION .....	25

2.1.7 PEOPLE .....	28
2.1.8 PROCESS .....	30
2.1.9 PHYSICAL EVIDENCE .....	32
2.1.10 CUSTOMER BUYING DECISION .....	33
2.2P REVIOUS RESEARCH .....	38
2.3 HYPOTHESIS DEVELOPMENT.....	40
2.4 RESEARCH MODEL.....	42
2.5 FRAMEWORK OF THINKING .....	47
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>49</b>
3.1 RESEARCH DESIGN .....	49
3.2 POPULATION AND SAMPLE .....	50
3.2.1 RESEARCH LOCATION AND TIME .....	50
3.2.2 POPULATION .....	50
3.2.3 SAMPLE .....	50
3.3 DATA COLLECTION METHOD .....	52
3.3.1 PRIMARY DATA.....	52
3.3.2 SECONDARY DATA .....	53
3.4 OPERATIONAL VARIABLE DEFINITION AND VARIABLE MEASUREMENT .....	53
3.4.1 OPERATIONAL VARIABLE DEFINITION.....	53
3.5 DATA ANALYSIS METHOD.....	55
3.5.1 RESEARCH INSTRUMENT TEST.....	55
3.5.2 DESCRIPTIVE ANALYSIS METHOD .....	57

3.5.3 CLASSICAL ASSUMPTION TEST .....	59
3.5.4 MULTIPLE LINEAR REGRESSION TEST .....	61
3.5.5 COEFFICIENT OF DETERMINATION TEST .....	61
3.5.6 HYPOTHESIS TEST.....	62
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>63</b>
4.1 GENERAL VIEW OF ZAP CLINIC (PT. ZULU ALPHA PAPA) .....	63
4.2 RESEARCH RESULT.....	64
4.2.1 DESCRIPTIVE STATISTICS OF RESPONDENTCHARACTERISTICS .....	64
4.2.2 TEST OF RESEARCH INSTRUMENT .....	78
4.2.3 CLASSICAL ASSUMPTION TEST .....	80
4.2.3 MULTIPLE LINEAR REGRESSION TEST .....	83
4.4 HYPOTHESIS TEST.....	85
4.4.1 IMULTANEOUS SIGNIFICANCE TESTING (F-TEST) .....	85
4.4.2 PARTIAL SIGNIFICANCE TESTING (T-TEST).....	86
4.5 DISCUSSION .....	88
<b>CHAPTER V CONCLUSION .....</b>	<b>87</b>
5.1 CONCLUSION .....	87
5.2 RECOMMENDATION .....	92
<b>BIBLIOGRAPHY .....</b>	<b>94</b>

## LIST OF FIGURES

Figure 1.1 Customer Review .....	8
Figure 1.2 ZAP Clinic Sun Plaza Medan Outlet.....	11
Figure 2.1The Five-Steps of Marketing Process.....	17
Figure 2.2 Five Product Level.....	19
Figure 2.3 The Buying Decision Process: The Five-Stage Model .....	38
Figure 2.4 Research Model .....	46
Figure 2.5 Framework of Thinking.....	48
Figure 4.1 Logo of ZAP Clinic .....	63
Figure 4.2 P-Plot of Normality Test.....	81
Figure 4.3 ScatterPlot Heteroscedasticity .....	82

## LIST OF TABLE

Table 1.1 ZAP Clinic's Products .....	6
Table 1.2 Benefits that Indonesian women looking for in beauty products (2021 vs 2020).....	7
Table 2.1 Summary of Previous Research .....	38
Table 3.1 Likert Scale Forming .....	52
Table 3.2 Operationalization of Research Variable .....	54
Table 4.1 Age Characteristics .....	64
Table 4.2 Respondents Responses to Product Variable .....	65
Table 4.3 Respondents Responses to Price Variable .....	66
Table 4.4 Respondents Response to Place Variable .....	68
Table 4.5 Respondents Responses to Promotion Variable.....	69
Table 4.6 Respondents Responses to People Variable.....	71
Table 4.7 Respondents Responses to Process Variable .....	73
Table 4.8 Respondents Responses to Physical Evidence Variable .....	74
Table 4.9 Respondents Responses to Customer Buying Decision Variable .....	76
Table 4.10 Validity Test Result .....	78
Table 4.11 Reliability Test Result.....	79
Table 4.12 Normality Test Using Kolmogorov-Smirnov (K-S) .....	80
Table 4.13 Tolerance Value and VIF .....	81
Table 4.14 Spearman's Rho Result Test .....	82
Table 4.15 Scatterplot Heteroscedasticity Test .....	82

Table 4.16 Linearity Test Result.....	83
Table 4.17 Multiple Regression Test Result.....	83
Table 4.18 F-Test Result.....	86
Table .19 T-Test Result.....	86



## LIST OF APPENDICES

APPENDIX A1:LIST OF QUESTIONNAIRE QUESTIONS .....	A1-1
APPENDIX A2: KUESIONER .....	A2-1
APPENDIX B: QUESTIONNAIRE DATA TABULATION.....	B-1
APPENDIX C: DESCRIPTIVE STATISTICS .....	C-1
APPENDIX D: DATA QUALITY ANALYSIS .....	D-1
APPENDIX E: RESEARCH MODEL TESTING.....	E-1
APPENDIX F: HYPOTHESIS ANALYSIS .....	F-1
APPENDIX G: TURNITIN RESULT.....	G-1

