

TABLE OF CONTENT

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
TABLE OF CONTENT	x
TABLE OF FIGURE	xiii
TABLE OF TABLE	xiv
TABLE OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	5
1.3 Problem Formulation	5
1.4 Objective of the Research	6
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	8
2.1Theoretical Background	8
2.1.1 Entrepreneurship	8
2.1.2 Family Business	11
2.1.3 Social Media	12
2.1.4 Company Image	18
2.1.5 Customer Satisfaction	20

2.1.6 Relationship between Social Media and Company image on Customer Satisfaction.....	25
2.2 Previous Research.....	25
2.3 Hypothesis Development	26
2.4 Research Model	27
2.5 Framework of Thinking	27
CHAPTER III RESEARCH METHODOLOGY.....	28
3.1 Research Design	28
3.2 Population and Sample	28
3.3 Data Collection Method	30
3.5 Data Analysis Method.....	34
3.5.1 Validity Test and Reliability	34
3.5.2 Descriptive Statistics.....	35
3.5.3 Classical Assumption Test	37
3.5.4 Multiple Linear Regression Analysis.....	40
3.5.5 Coefficient Determination.....	41
3.5.6 HypothesisTest.....	42
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	42
4.1 General Review of PT Star Multi Exchange, Medan.....	42
4.2 Social Media, Company Image and Customer Satisfaction	43
4.3 Research Result.....	44
4.4 Discussion	76
4.4.1 ffect of Social Media towards Customer Satisfaction.....	76
4.4.2 Effect of Company Image towards Customer Satisfaction	77
4.4.3 Effect of Social Media and Company Image towards Customer Satisfaction	78

CHAPTER V CONCLUSION.....	81
5.1 Conclusion	81
5.2 Recommendation.....	82



LIST OF FIGURE

Figure 2.1 Research Model	27
Figure 2. 2 Framework of Thinking.....	28
Figure 4. 1 Organizational Structure at PT Star Multi Exchange, Medan	43
Figure 4. 2 Histograms.....	68
Figure 4. 3 Normal P-P Plot.....	68
Figure 4. 4 Heteroscedasticity Test.....	70

LIST OF TABLE

Table 2. 1 Previous Research	25
Table 3. 1 Operational Definitions and Variable Measurements	31
Table 3. 2 Reliability Value	35
Table 3. 3 Normality Test Intervals.....	38
Table 4. 1 Validity of Social Media (X ₁)	45
Table 4. 2 Validity of Company Image (X ₂).....	46
Table 4. 3Validity of Customer Satisfaction (Y).....	46
Table 4. 4Test Reliability for Social Media (X ₁).....	47
Table 4. 5Test Reliability for Company Image (X ₂)	47
Table 4. 6 Test Reliability for Customer Satisfaction (Y)	47
Table 4. 7Characteristics of Respondents by Age	48
Table 4. 8Characteristics of Respondents by Gender	48
Table 4. 9 Questionnaire 1. Social Media	49
Table 4. 10Questionnaire 2. Social Media	50
Table 4. 11 Questionnaire 3. Social Media	50
Table 4. 12 Questionnaire 4. Social Media	51
Table 4. 13 Questionnaire 5. Social Media	51
Table 4. 14 Questionnaire 6. Social Media	52
Table 4. 15Questionnaire 7. Social Media	52
Table 4. 16 Questionnaire 8. Social Media	53
Table 4. 17 Questionnaire 1. Company Image	54
Table 4. 18 Questionnaire 2. Company Image	54
Table 4. 19Questionnaire 3. Company Image.....	55
Table 4. 20 Questionnaire 4. Company Image	55
Table 4. 21 Questionnaire 5. Company Image	56
Table 4. 22Questionnaire 6. Company Image.....	56
Table 4. 23 Questionnaire 7. Company Image	57
Table 4. 24 Questionnaire 8. Company Image	57

Table 4. 25 Questionnaire 1. Customer Satisfaction	58
Table 4. 26 Questionnaire 2. Customer Satisfaction	59
Table 4. 27 Questionnaire 3. Customer Satisfaction	59
Table 4. 28 Questionnaire 4. Customer Satisfaction	60
Table 4. 29 Questionnaire 5. Customer Satisfaction	60
Table 4. 30 Questionnaire 6. Company Image	61
Table 4. 31 Questionnaire 7. Customer Satisfaction	61
Table 4. 32 Questionnaire 8. Customer Satisfaction	62
Table 4. 33 Questionnaire 9. Customer Satisfaction	62
Table 4. 34 Questionnaire 10. Customer Satisfaction	63
Table 4. 35 Mean, Median, Mode, Standard Deviation and Variance for Social Media	63
Table 4. 36 The Interval For Social Media	64
Table 4. 37 Mean, Median, Mode, Standard Deviation and Variance for Company Image.....	64
Table 4. 38 The Interval For Company Image	65
Table 4. 39 Mean, Median, Mode, Standard Deviation and Variance for Customer Satisfaction	66
Table 4. 40 The Interval for Customer Satisfaction	66
Table 4. 41 Kolmogorov-Sminov (K-S) test.....	69
Table 4. 42 Heteroscedasticity Test.....	70
Table 4. 43 Linearity Test of Social Media and Customer Satisfaction	71
Table 4. 44 Linearity Test of Company Image and Customer Satisfaction	72
Table 4. 45 Multiple Linear Regression Analysis	72
Table 4. 46 Determination Coefficient	74
Table 4. 47 Partial Test	74
Table 4. 48 Simultaneously Test	76

LIST OF APPENDICES

APPENDIX A-1 KUESIONER PENELITIAN	A-1
APPENDIX B-1 PRE-SAMPLING DATA TABULATION	B-1
APPENDIX C-1 FULL SAMPLING DATA TABULATION	C-1
APPENDIX D-1 OUTPUT SPSS.....	D-1
APPENDIX E-1 LETTER	E-1
APPENDIX F-1 TURNITIN.....	F-1