

## TABLE OF CONTENTS

<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Problem Limitation .....	4
1.3 Problem Formulation .....	4
1.4 Objective of the Research .....	5
1.5 Benefit of the Research .....	5
1.5.1 Theoretical Benefit.....	5
1.5.2 Practical Benefit.....	6
<b>CHAPTER II</b>	
<b>LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>7</b>
2.1 Theoretical Background .....	7
2.1.1 Definition of Marketing .....	7
2.1.2 Marketing Mix 4P's .....	7
2.2 Brand Awareness .....	8
2.2.1 Definition of Brand Awareness.....	8
2.2.2 Level of Brand Awareness.....	9
2.2.3 Indicator of Brand Awareness.....	11
2.3 Brand Trust .....	12
2.3.1 Definition of Brand Trust.....	12
2.3.2 Dimension of Brand Trust.....	13
2.3.3 Indicator of Brand Trust.....	13
2.4 Customer Purchase Decision.....	14
2.4.1 Definition of Purchase Decision .....	14
2.4.2 Dimension of Customer Purchase Decision.....	15
2.4.3 Indicator of Customer Purchase Decision.....	16
2.5 The Effect of Brand Awareness on Customer Purchase Decision.....	17
2.6 The Effect of Brand Trust on Customer Purchase Decision .....	18

2.7 The Effect of Brand Awareness and Brand Trust on Customer Purchase Decision .....	19
2.8 Previous Research .....	19
2.9 Hypothesis Development .....	21
2.10 Research Model.....	21
2.11 Framework of Thinking .....	23

## **CHAPTER III**

<b>RESEARCH METHODOLOGY .....</b>	<b>24</b>
3.1 Research Design.....	24
3.2 Population and Sample.....	25
3.3 Data Collection Method .....	26
3.4 Operational Definition and Variable Measurement .....	29
3.4.1 Operational Definition .....	29
3.4.2 Variable Measurement .....	31
3.5 Data Analysis Method.....	32
3.5.1 Test of Research Instrument .....	32
3.5.2 Descriptive Statistics.....	34
3.5.3 Classical Assumption Data .....	36
3.5.4 Multiple Linear Regression.....	37
3.5.5 Hypothesis Test.....	38

## **CHAPTER IV**

<b>RESEARCH RESULT AND DISCUSSION .....</b>	<b>41</b>
4.1 General View of PT. Harum Manis Agung, Medan.....	41
4.1.2 Company Vision and Mission .....	42
4.2 Research Result .....	42
4.2.1 Validity Test.....	43
4.2.2 Reliability Test .....	44
4.3. Explanation of Respondents for Each Variables .....	48

4.4 Descriptive Statistics .....	58
4.5 Result of Data Quality Testing.....	61
4.6 Discussion .....	68
 <b>CHAPTER V CONCLUSION</b>	
5.1 Conclusion .....	72
5.2 Recommendation.....	74
5.2.1 The Recommendation for PT. Harum Manis Agung .....	74
 <b>REFERENCES.....</b> .....	
	76

## **LIST OF TABLES**

Table 1.1 Trips Data in the past 5 years of PT. Harum Manis Agung.....	<b>2</b>
Table 1.2 The number of complaints at PT. Harum Manis Agung.....	<b>2</b>
Table 2.1 Previous Research.....	<b>19</b>
Table 3.1 Questionnaire Statement .....	<b>28</b>
Table 3.2 Definition of Operational Variable .....	<b>30</b>
Table 3.3 Likert 1-5 Scale Answer and Score.....	<b>31</b>
Table 4.1 Validity Test for Brand Awareness.....	<b>43</b>
Table 4.2 Validity Test for Brand Trust.....	<b>44</b>
Table 4.3 Validity Test for Customer Purchase Decision.....	<b>44</b>
Table 4.4 Reliability Test .....	<b>45</b>
Table 4.5 Characteristic of Respondent Based on Gender.....	<b>46</b>
Table 4.6 Characteristic of Respondent Based on Age.....	<b>46</b>
Table 4.7 Characteristic of Respondent Based on Job Position.....	<b>47</b>
Table 4.8 Characteristic of Respondent Based on Domicile.....	<b>48</b>
Table 4.9 Question 1 Answer.....	<b>49</b>
Table 4.10 Question 2 Answer.....	<b>50</b>
Table 4.11 Question 3 Answer.....	<b>51</b>
Table 4.12 Question 4 Answer.....	<b>51</b>
Table 4.13 Question 5 Answer.....	<b>52</b>
Table 4.14 Question 6 Answer.....	<b>53</b>
Table 4.15 Question 7 Answer.....	<b>53</b>
Table 4.16 Question 8 Answer.....	<b>54</b>
Table 4.17 Question 9 Answer.....	<b>55</b>
Table 4.18 Question 10 Answer.....	<b>56</b>
Table 4.19 Question 11 Answer.....	<b>56</b>
Table 4.20 Question 12 Answer.....	<b>57</b>

Table 4.21 Question 13 Answer.....	<b>58</b>
Table 4.22 Mean, Median, Mode, Std. Deviation and Variance for brand awareness .....	<b>58</b>
Table 4.23 Mean, Median, Mode, Std. Deviation and Variance for brand trust.....	<b>59</b>
Table 4.24 Mean, Median, Mode, Std. Deviation and Variance for customer purchase decision.....	<b>60</b>
Table 4.25 Normality Test .....	<b>62</b>
Table 4.26 Multicollinearity Test.....	<b>63</b>
Table 4.27 Spearman Test Correlations .....	<b>64</b>
Table 4.28 Linearity Test of Brand Awareness .....	<b>64</b>
Table 4.29 Linearity Test of Brand Trust.....	<b>65</b>
Table 4.30 Multiple Linear Regression Test.....	<b>65</b>
Table 4.31 Coefficient of Determination .....	<b>66</b>
Table 4.32 T-Test.....	<b>66</b>
Table 4.33 F-Test .....	<b>67</b>

## **TABLE OF FIGURE**

Figure 2.1 Level of Brand Awareness.....	10
Figure 2.2 Research Model .....	22
Figure 2.3 Framework of Thinking .....	23
Figure 4.1 P-Plot Graph .....	62
Figure 4.2 Scatter Plot Graph.....	63

## **TABLE OF APPENDIX**

APPENDIX A : QUESTIONNAIRE PELANGGAN PT. HARUM MANIS AGUNG .....	A - 1
APPENDIX B : PRE-TEST DATA TABULATION .....	B - 1
APPENDIX C : PRE-TEST DATA ANALYSIS .....	C - 1
APPENDIX D : FULL SAMPLING.....	D - 1
APPENDIX E : DATA CALCULATION RESULT USING SPSS 25.00 .....	E - 1
APPENDIX F : RESEARCH MODEL TESTING .....	F - 1
APPENDIX G : HYPOTHESIS ANALYSIS .....	G - 1
APPENDIX H : TURNITIN REPORT.....	H - 1
APPENDIX I : APPROVAL LETTER BY COMPANY.....	I - 1