

## 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>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>iv</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>ABSTRAK.....</b>	<b>vi</b>
<b>PREFACE.....</b>	<b>vii</b>
<b>TABLE OF CONTENT.....</b>	<b>ix</b>
<b>LIST OF FIGURE.....</b>	<b>xiii</b>
<b>LIST OF TABLE.....</b>	<b>xiv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Problem Limitation.....	6
1.3 Problem Formulation.....	7
1.4 Objective of the Research.....	7
1.5 Benefit of the Research.....	8
1.5.1 Theoretical Benefit.....	8
1.5.2 Practical Benefit.....	8
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</b>	<b>10</b>
2.1 Theoretical Background.....	10
2.1.1 Marketing.....	10
2.1.2 Digital Marketing.....	12
2.1.2.1 Definition of Digital Marketing.....	12
2.1.2.2 Benefit of Digital Marketing.....	13
2.1.2.3 Indicator of Digital Marketing.....	14
2.1.3 Brand Awareness.....	15

2.1.3.1	Definition of Brand Awareness .....	15
2.1.3.2	The Value of Brand Awareness .....	16
2.1.3.3	The Level of Brand Awareness .....	17
2.1.3.4	Indicator of Brand Awareness .....	19
2.1.4	Word of Mouth .....	20
2.1.4.1	Definition of Word of Mouth.....	20
2.1.4.2	Indicator of Word of Mouth.....	21
2.1.5	Purchase Decision .....	21
2.1.5.1	Definition of Purchase Decision.....	21
2.1.5.2	Purchase Decision Process.....	22
2.1.5.3	Component of Purchasing Decisions.....	23
2.1.5.4	Indicator of Purchasing Decision.....	24
2.1.6	The Influence of Digital Marketing on Purchase Decisions .....	25
2.1.7	The Influence of Brand Awareness on Purchase Decisions.....	26
2.1.8	The Influence of Word of Mouth o on Purchase Decisions.....	26
2.1.9	The Influence of Digital Marketing, Brand Awareness and Word of Mouth on Purchase Decisions .....	27
2.2	Previous Research .....	29
2.3	Hypothesis Development.....	32
2.4	Research Model.....	33
2.5	Framework of Thinking.....	34
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>		<b>35</b>
3.1.	Research Design .....	35
3.2.	Population And Sample.....	35
3.2.1.	Population.....	35
3.2.2.	Sample .....	36
3.3.	Data Collection Method .....	38
3.4.	Operational Definition and Variable Measurement .....	39
3.4.1.	Operational Definition.....	39
3.4.2.	Variable Measurement .....	41

3.5.	Data Analysis Method .....	42
3.5.1.	Test of Research Instrument.....	43
3.5.2.	Descriptive Statistics .....	45
3.5.3.	Classical Assumption Test .....	48
3.5.4.	Multiple Linear Regression Analysis .....	50
3.5.5.	Coefficient of Determination .....	51
3.5.6	Hypothesis Test .....	51
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>		<b>54</b>
4.1	General View of Research Object .....	54
4.1.1	Brief Overview of Taipan Restaurant .....	54
4.1.2	Organizational Structures of Taipan Restaurant .....	55
4.2	Test of Research Instrument .....	55
4.2.1	Validity and Reliability Test .....	55
4.2.1.1	Validity Test .....	55
4.2.1.2	Reliability Test.....	59
4.2.2.	Descriptive Statistics .....	61
4.2.2.1	Characteristics of the Respondents .....	61
4.2.2.2	Description of Research Variables .....	62
4.2.2.3	Respondent Description.....	67
4.2.3	Result of Data Quality Testing.....	73
4.2.3.1	Normality Test .....	73
4.2.3.2	Heteroscedasticity Test .....	75
4.2.3.3	Multicollinearity Test .....	77
4.2.3.4	Linearity Test.....	79
4.2.3.5	Multiple Linear Regression Analysis .....	80
4.2.3.6	Determination Test .....	81
4.2.4	Hypothesis Test .....	82
<b>CHAPTER V CONCLUSION .....</b>		<b>93</b>
5.1	Conclusion .....	93

5.2 Recommendation..... 94

**REFERENCES.....97**



## LIST OF FIGURE

Figure 1. 1 Data Profit at Taipan Restauran (2020-2022).....	3
Figure 1. 2 Instagram of Taipan Restaurant.....	4
Figure 1. 3 Decoration of Taipan Restaurant, Medan.....	5
Figure 2. 1 The Value of Brand Awareness.....	16
Figure 2. 2 The Level of Brand Awareness .....	18
Figure 2. 3 Research Model .....	33
Figure 2. 4 Framework of Thinking.....	34
Figure 4.1 Organizational Structure of Taipan Restaurant .....	55
Figure 4.2 Histogram result of Normality Test.....	74
Figure 4.3 P-P Plot Normality Test.....	74
Figure 4.4 Heteroscedasticity Test.....	76

## LIST OF TABLE

Table 2. 1 Summary of Previous Research .....	29
Table 3.1 Operational Definition and Variable Measurement .....	40
Table 4.1 Validity Test of Digital Marketing.....	56
Table 4.2 Validity Test of Brand Awareness .....	57
Table 4.3 Validity Test of Word of Mouth .....	58
Table 4.4 Validity Test of Purchase Decision.....	59
Table 4.5 Pre-Test Reliability of Independent and Dependent Variable .....	60
Table 4.6 Characteristics of the Respondents .....	61
Table 4.7 Degree of Assessment of Each Variable .....	62
Table 4.8 Degree of Assessment of Each Variable .....	62
Table 4.9 Respondents' Responses Towards Digital Marketing .....	63
Table 4.10 Respondents' Responses towards Brand Awareness.....	64
Table 4.11 Respondents' Responses towards Word of Mouth.....	65
Table 4.12 Respondents' Responses towards Purchase Decision .....	66
Table 4.13 Distribution of Respondents' Responses on Digital Marketing .....	67
Table 4.14 Distribution of Respondents' Responses on Brand Awareness.....	68
Table 4.15 Distribution of Respondents' Responses on word of Mouth.....	70
Table 4.16 Distribution of Respondents' Responses on Purchase Decision .....	72
Table 4.17 Kolmogorov Smirnov Test.....	75
Table 4.18 Heteroscedasticity Test .....	77
Table 4.19 Tolerance Value and VIF .....	78
Table 4.20 Result of Linearity Test between X1 and Variable Y .....	79
Table 4. 21 Result of Linearity Test between X2 and Variable Y.....	79
Table 4.22 Result of Linearity Test between X3 and Variable Y .....	79
Table 4.23 Result of Multiple Regression Test.....	80
Table 4.24 Result of Coefficient of Determination.....	81
Table 4.25 T-Test Result.....	82
Table 4.26 F-Test Result .....	83

## LIST OF APPENDICES

Appendix A-1 Kuesioner Penelitian .....	A-1
Appendix B-1 Tabulation Pretest.....	B-1
Appendix C-1 Tabulation Sample Test.....	C-1
Appendix D-1 Output Spss .....	D-1
Appendix E-1 Statistic Table .....	E-1
Appendix F-1 Turnitin .....	F-1

