

## TABLE OF CONTENT

### COVER PAGE

### TITLE PAGE

Final Assignment Statement and Upload Agreement ..... iii

APPROVAL PAGE BY FINAL PAPER ADVISOR..... iv

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....v

ABSTRACT..... vi

ABSTRAK ..... vii

PREFACE..... viii

TABLE OF CONTENT.....x

LIST OF FIGURES ..... xiv

LIST OF TABLES .....xv

LIST OF APPENDICES ..... xvii

### CHAPTER I.....1

1.1 Background of the Study.....1

1.2 Problem Limitation .....11

1.3 Problem Formulation .....12

1.4 Objective of Research .....12

1.5 Benefit of the Research .....12

1.5.1 Theoretical Benefit.....13

1.5.2 Practical Benefit .....13

### CHAPTER II.....14

2.1 Theoretical Background .....14

2.1.1 Concept of Marketing.....14

2.1.2 Purpose of Marketing .....15

2.1.2 Concept of Brand Image.....15

2.1.2.1 Definition of Brand Image.....15

2.1.2.2 Indicator of Brand Image .....17

2.1.2.3	Types of Brand Image .....	18
2.1.2.4	Dimension of Brand Image .....	19
2.1.3	Concept of Product Quality .....	20
2.1.3.1	Definition of Product Quality .....	20
2.1.3.1	Indicator of Product Quality .....	22
2.1.3.3	Types of Product.....	23
2.1.4	Concept of Purchase Decision .....	23
2.1.4.1	Definition of Purchase Decision .....	23
2.1.4.2	Indicator of Purchase Decision .....	25
2.1.4.3	Roles of Individual in Purchase Decision .....	25
2.1.4.4	Factors that Affect Purchase Decision .....	26
2.1.4.5	Type of Consumer Behavior in Purchase Decision .....	27
2.2	Previous Research .....	28
2.3	Hypothesis Development .....	29
2.3.1	Relationship between Brand Image and Purchase Decision .....	29
2.3.2	Relationship between Product Quality and Purchase Decision.....	30
2.3.3	Relationship between Brand Image, Product Quality and Purchase Decision.....	32
2.4	Research Model.....	33
2.5	Framework of Thinking .....	35
<b>CHAPTER III</b>	.....	<b>36</b>
3.1	Research Design.....	36
3.2	Population and Sample.....	37
3.3	Data Collection Method .....	39
3.4	Operational Definition and Variable Measurement .....	41
3.5	Data Analysis Method.....	43
3.5.1	Research Instrument Test .....	43
3.5.1.1	Validity Test .....	43
3.5.1.2	Reliability Test.....	44
3.5.2	Descriptive Statistics .....	45

3.5.3 Classical Assumption Test .....	48
3.5.3.1 Normality Test.....	48
3.5.3.2 Multicollinearity Test .....	48
3.5.3.3 Heteroscedasticity Test.....	49
3.5.4 Multiple Linear Regression Analysis .....	50
3.5.5 Coefficient of Determination.....	50
3.5.6 Hypothesis Test .....	51
3.5.6.1 T-Test (Partial Test).....	51
3.5.6.2 F-Test (Simultan Test) .....	52
<b>CHAPTER IV.....</b>	<b>54</b>
4.1 General View of Research Object.....	54
4.2 Research Result.....	57
4.2.1 Result of Research Instrument Test.....	57
4.2.1.1 Validity Test .....	57
4.2.1.2 Reliability Test.....	58
4.2.2 Descriptive Statistic.....	59
4.2.2.1 Characteristics of Respondents.....	59
4.2.2.2 Respondents' Response on Research Variable.....	62
4.2.2.3 Analysis Descriptive of Research Variable .....	67
4.2.3 Result of Classical Assumption Test.....	76
4.2.3.1 Normality Test.....	76
4.2.3.2 Multicollinearity Test .....	77
4.2.3.3 Heteroscedasticity Test.....	78
4.2.4 Multiple Linear Regression Analysis .....	79
4.2.5 Coefficient of Determination.....	80
4.2.6 Result of Hypothesis Test.....	81
4.2.6.1 T-Test.....	81
4.2.6.2 F-Test.....	82
4.3 Discussion .....	83

<b>CHAPTER V</b> .....	<b>88</b>
5.1 Conclusion .....	88
5.2 Recommendation .....	89
<b>REFERENCE</b> .....	<b>92</b>



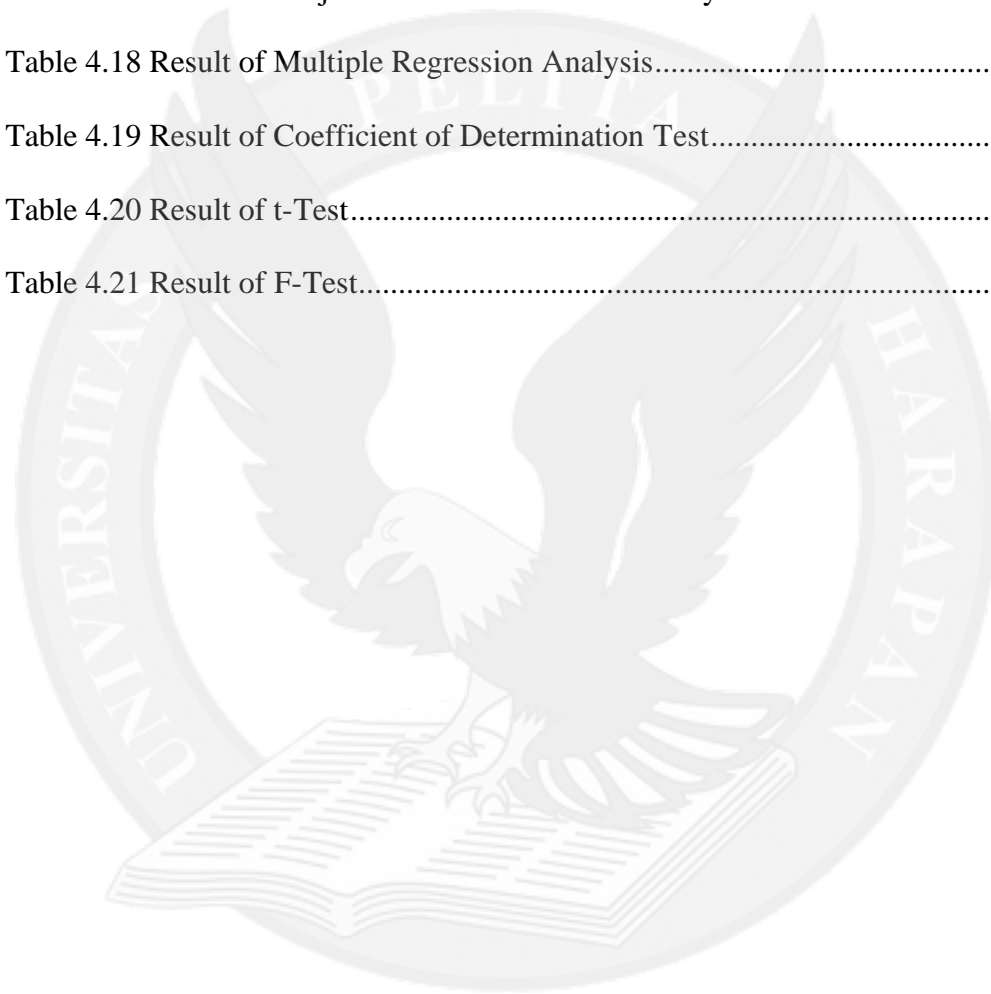
## LIST OF FIGURES

	page
Figure 1.1 Most Used Cosmetics Brand in Indonesia 2022.....	5
Figure 1.2 Google Trends about Madame Gie.....	6
Figure 2.1 Research Model .....	33
Figure 2.2 Framework of Thinking.....	35
Figure 4.1 Respondents by Gender Chart .....	60
Figure 4.2 Respondents by Age Chart .....	611
Figure 4.3 Respondents by Income Level.....	622
Figure 4.4 Normal P-P Plot Regression Graph for Result of Normality Test.....	766
Figure 4.5 Scatter Plot Graph for Result of Heteroscedasticity Test .....	788

## LIST OF TABLES

	page
Table 1.1 Top 7 Best Selling Cosmetics Brand April - June 2022 .....	4
Table 1.2 Star Rating received by Several Cosmetics Brand.....	6
Table 1.3 Brand Image Review in Shopee.....	7
Table 1.4 Product Quality Review in Femaledaily .....	8
Table 1.5 Product Quality Review in Shopee .....	9
Table 2.2 Previous Research.....	28
Table 3.1 Operational Variable Definition & Variable Measurement.....	42
Table 3.2 Likert Scale .....	42
Table 3.3 Degree of Assessment for Each Variable.....	45
Table 4.1 Result of Validity Test for Brand Image.....	57
Table 4.2 Result of Validity Test for Product Quality .....	57
Table 4.3 Result of Validity Test for Purchase Decision.....	58
Table 4.4 Result of Reliability Test .....	58
Table 4.5 Respondents by Gender .....	59
Table 4.6 Respondents by Age .....	60
Table 4.7 Respondents by Income Level .....	61
Table 4.8 Degree of Assessment for Each Variable.....	63
Table 4.9 Respondents' Response about Brand Image.....	63
Table 4.10 Respondents' Response about Product Quality .....	65
Table 4.11 Respondents' Response about Purchase Decision .....	66
Table 4.12 Respondents' Description about Brand Image.....	68

Table 4.13 Respondents' Description about Product Quality .....	711
Table 4.14 Respondents' Description about Purchase Decision.....	733
Table 4.15 Result of One Sample Kolmogorov-Smirnov Test .....	777
Table 4.16 Result of Multicollinearity Test .....	777
Table 4.17 Result of Glejser Test for Heteroscedasticity Test.....	799
Table 4.18 Result of Multiple Regression Analysis.....	799
Table 4.19 Result of Coefficient of Determination Test.....	80
Table 4.20 Result of t-Test.....	811
Table 4.21 Result of F-Test.....	833



## LIST OF APPENDICES

	page
<b>APPENDIX A: QUESTIONNAIRE.....</b>	<b>A-1</b>
<b>APPENDIX B: DATA TABULATION.....</b>	<b>B-1</b>
<b>APPENDIX C: INSTRUMENT TEST RESULT .....</b>	<b>C-1</b>
<b>APPENDIX D: DESCRIPTIVE STATISTICAL ANALYSIS .....</b>	<b>D-1</b>
<b>APPENDIX E: SPSS TEST RESULT.....</b>	<b>E-1</b>
<b>APPENDIX F: R TABLE.....</b>	<b>F-1</b>
<b>APPENDIX G: T TABLE .....</b>	<b>G-1</b>
<b>APPENDIX H: F TABLE.....</b>	<b>H-1</b>
<b>APPENDIX I: TURNITIN TEST RESULT .....</b>	<b>I-1</b>

