

## TABLE OF CONTENT

<b>TITLE PAGE</b> .....	<b>i</b>
<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 CONTENTS</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>xii</b>
<b>LIST OF TABLES</b> .....	<b>xiii</b>
<b>LIST OF APPENDICES</b> .....	<b>xiv</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of The Study .....	1
1.2 Problem Limitation .....	7
1.3 Problem Formulation .....	7
1.4 Objective of the Research .....	8
1.5 Benefit of The Research .....	9
1.5.1 Theoretical Benefit .....	9
1.5.2 Practical Benefit .....	9
<b>CHAPTER II THEORITICAL BACKGROUND</b>	
2.1 Theoretical Background.....	10
2.1.1 Marketing .....	10
2.1.2 Promotion Theory .....	12
2.1.2.1 Definition of Promotion.....	12
2.1.2.2 Promotional Elements.....	13
2.1.2.4 Types of Promotion .....	17
2.1.2.3 Steps on Promotion <sub>ix</sub> .....	15

2.1.2.5	Indicator of Promotion.....	18
2.1.3	Brand Image Theory .....	19
2.1.3.1	Definition of Brand Image.....	19
2.1.3.2	Benefits of Brand Image.....	19
2.1.3.3	Factors That Influence Brand Image .....	20
2.1.3.4	Indicators of Brand Image .....	21
2.1.4	Product Quality Theory .....	21
2.1.4.1	Definition of Product Quality .....	21
2.1.4.2	Product Tiers.....	22
2.1.4.3	Product Stages .....	23
2.1.4.4	Indicator of Product Quality .....	24
2.1.5	Consumer Satisfaction Theory.....	25
2.1.5.1	Definition of Consumer Satisfaction .....	25
2.1.5.2	Benefits of Increasing Consumer Satisfaction.....	25
2.1.5.3	Components of Consumer Satisfaction .....	26
2.1.5.4	Consumer Satisfaction Measurement .....	26
2.1.5.5	Indicator of Consumer Satisfaction .....	27
2.1.6	The Effect of Promotion on Consumer Satisfaction .....	28
2.1.7	The Effect of Brand Image on Consumer Satisfaction .....	29
2.1.8	The Effect of Product Quality on Consumer Satisfaction .....	30
2.2	Previous Research.....	31
2.3	Hypothesis .....	34
2.4	Research Model .....	34
2.5	Framework of Thinking .....	36

### **CHAPTER III RESEARCH METHODOLOGY**

3.1	Research Design .....	37
3.2	Population and Sample .....	38
3.3	Data Collection Method.....	39
3.4	Operational Variable Definition and Variable Measurement.....	40
3.4.1	Operational Variable Definition.....	40
3.4.2	Variable Measurement .....	43
3.5.1	Research Instrument Test.....	44
3.5.3	Classical Steps on Promotion.....	48

3.5.4	Multiple Regression Linear .....	50
3.5.5	Hypothesis Testing.....	51

## **CHAPTER IV DATA ANALYSIS AND DISCUSSION**

4.1	General View of Research Object.....	53
4.1.1	Brief Overview .....	53
4.1.2	Vision and Mission .....	54
4.1.3	Organizational Structure .....	54
4.2	Research Result .....	59
4.2.1	Test of Research Instrument.....	59
4.2.1.1	Validity Test .....	59
4.2.1.2	Reliability Test.....	62
4.2.2	Descriptive Statistic .....	64
4.2.2.1	Respondent Characteristic .....	64
4.2.2.2	Explanation of Respondent Answers.....	66
4.2.3	Classic Assumption Test .....	71
4.2.3.1	Normality Test .....	71
4.2.3.2	Heteroscedasticity Test.....	74
4.2.3.3	Multicollinearity Test .....	75
4.2.4	Multiple Linear Regression Analysis .....	75
4.2.5	Hypothesis Testing.....	77
4.2.6.1	Hypothesis Test (Partial) .....	77
4.2.6.2	Hypothesis Test (Simultaneously).....	78
4.2.6	Determination Coefficient.....	78
4.3	Discussion.....	79
4.3.1.1	The Effect of Promotion on Consumer Satisfaction.....	79
4.3.1.2	The Effect of Brand Image on Consumer Satisfaction.....	80
4.3.1.3	The Effect of Product Quality on Consumer Satisfaction .....	81
4.3.1.4	The Effect of Promotion, Brand Image, and Product Quality on Consumer Satisfaction .....	81

## **CHAPTER V CONCLUSION AND RECOMMENDATION**

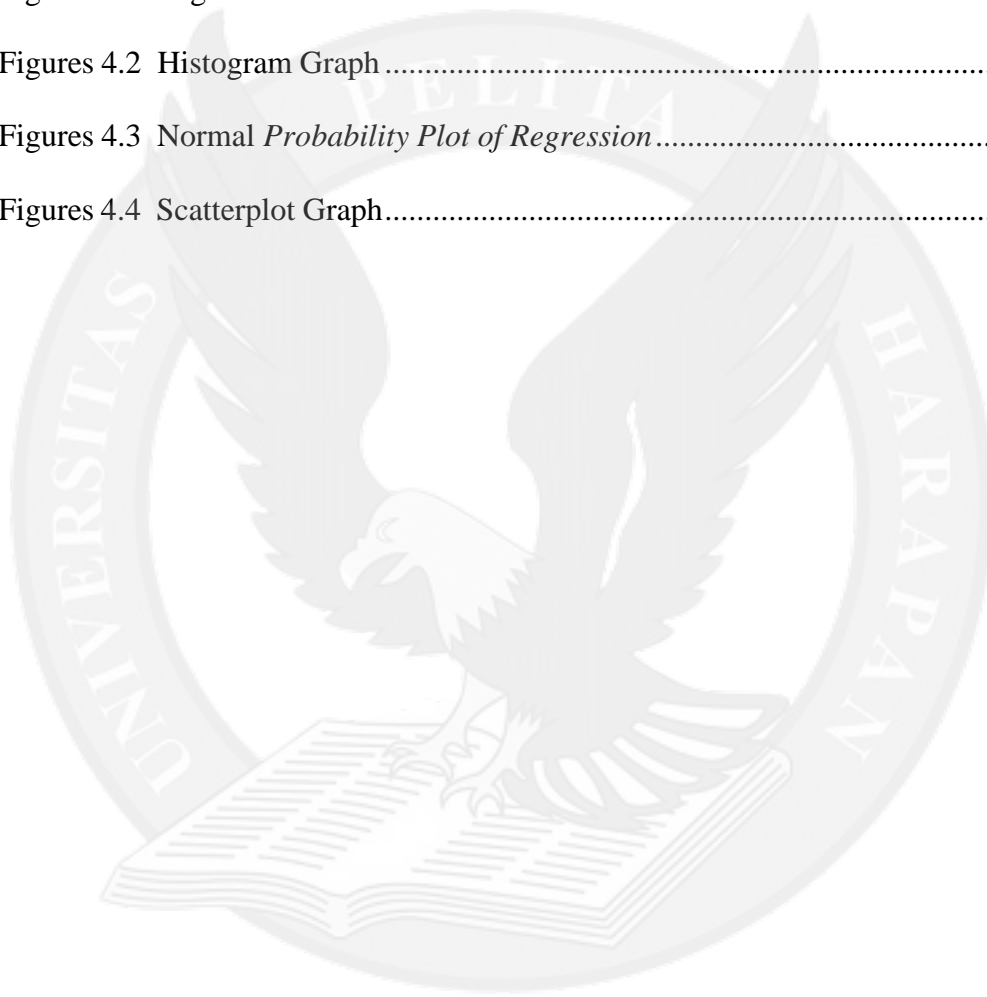
5.1	Conclusion .....	83
5.2	Recommendation .....	84
2.1.2.3	Steps on Promotion <sub>ix</sub> .....	15

**REFERENCES**



## LIST OF FIGURES

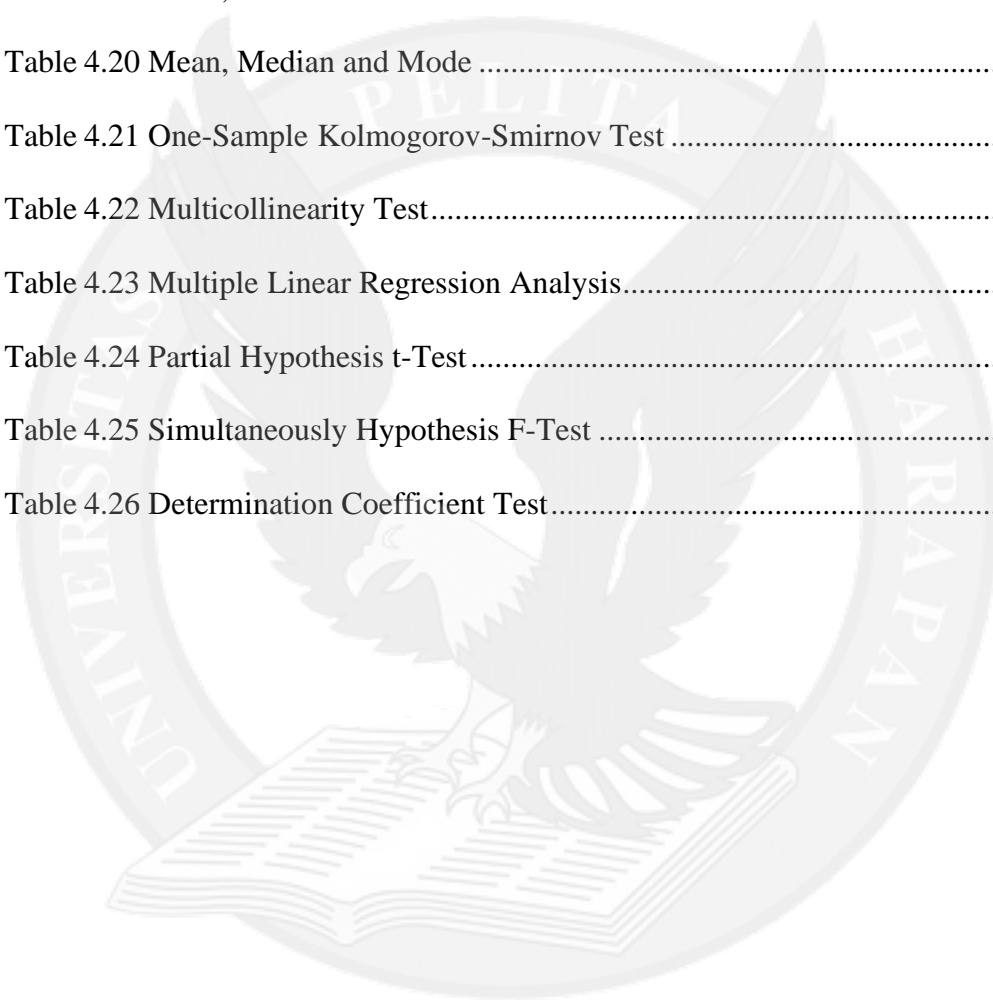
Figures 2.1 Research Model.....	35
Figures 2.2 Framework of Thinking.....	36
Figures 4.1 Organizational Structure.....	55
Figures 4.2 Histogram Graph.....	72
Figures 4.3 Normal <i>Probability Plot of Regression</i> .....	73
Figures 4.4 Scatterplot Graph.....	74



## LIST OF TABLES

Table 1.1	PT Karya Furnindo Modern Sales Data Period 2018 - 2022 .....	4
Table 2.1	Previous Research .....	30
Table 3.1	Promotion Operational Variable Definition.....	41
Table 3.2	Brand Image Operational Variable Definition.....	42
Table 3.3	Product Quality Operational Variable Definition .....	42
Table 3.4	Customer Satisfaction Operational Variable Definition .....	43
Table 3.5	Likert Scale .....	43
Table 4.1	Result of Promotion Variable Validity Testing .....	60
Table 4.2	Result of Brand Image Variable Validity Testing.....	61
Table 4.3	Result of Product Quality Variable Validity Testing.....	61
Table 4.4	Result of Customer Satisfaction Variable Validity Testing.....	62
Table 4.5	Result of Promotion Variable Reliability Testing.....	63
Table 4.6	Result of Brand Image Variable Reliability Testing.....	63
Table 4.7	Result of Product Quality Variable Reliability Testing .....	63
Table 4.8	Result of Customer Satisfaction Variable Reliability Testing .....	64
Table 4.9	Respondent Identity Build upon Gender.....	64
Table 4.10	Respondent Identity Build upon Purchase Frequency .....	65
Table 4.11	Respondent Identity Build upon Company Information .....	65
Table 4.12	Distribution of Respondents' Answers to Promotion.....	66
Table 4.13	Distribution of Respondents' Answers to Brand Image .....	66
Table 4.14	Distribution of Respondents' Answers to Product Quality .....	67

Table 4.15 Distribution of Respondents' Answers to Customer Satisfaction.....	67
Table 4.16 Mean, Median and Mode Promotion Statement .....	68
Table 4.17 Mean, Median and Mode Brand Image Statement .....	68
Table 4.18 Mean, Median and Mode Product Quality Statement.....	69
Table 4.19 Mean, Median and Mode Customer Satisfaction Statement .....	70
Table 4.20 Mean, Median and Mode .....	71
Table 4.21 One-Sample Kolmogorov-Smirnov Test .....	73
Table 4.22 Multicollinearity Test.....	75
Table 4.23 Multiple Linear Regression Analysis.....	76
Table 4.24 Partial Hypothesis t-Test.....	77
Table 4.25 Simultaneously Hypothesis F-Test .....	78
Table 4.26 Determination Coefficient Test.....	79



## LIST OF APPENDICES

APPENDIX A QUESTIONAIRE.....	A-1
APPENDIX B KUESIONER.....	B-1
APPENDIX C PRE TEST DATA TABULATION.....	C-1
APPENDIX D VALIDITY AND RELIABILITY TEST RESULT.....	D-1
APPENDIX E MAIN TEST DATA TABULATION .....	E-1
APPENDIX F MAIN TEST OUTPUT.....	F-1

