

TABLE OF CONTENTS

COVER PAGE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	v
ABSTRACT	vii
ABSTRAK	viii
PREFACE	viii
LIST OF FIGURES	xiv
LIST OF TABLES	xiv
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.3 Problem Formulation.....	7
1.4 Objective of the Research	8
1.5 Benefit of the Research	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	11
2.1 Marketing	11
2.1.1 Definition of Marketing	11
2.1.2 Marketing Strategies	11
2.1.3 Purpose of Marketing.....	13
2.2 Promotion	15

2.2.1	Definition of Promotion	15
2.2.2	Promotion Mix	16
2.2.3	Indicator of Promotion	19
2.3	Customer Experience	19
2.3.1	Definition of Customer Experience	19
2.3.2	Customer Experience Factor	20
2.3.4	Indicator of Customer Experience	22
2.4	Customer Satisfaction	24
2.4.1	Definition of Customer Satisfaction	24
2.4.2	Main Factor in Determining Customer Satisfaction	25
2.4.3	Indicator of Customer Satisfaction	25
2.5	Repurchase Intention	27
2.5.1	Definition of Repurchase Intention	27
2.5.2	Factor of Repurchase Intention	28
2.5.3	Main Dimension of Repurchase Intention	29
2.5.4	Indicator of Repurchase Intention	30
2.6	Previous Research	30
2.7	Hypothesis Development	33
2.7.1	Relationship of Promotion and Customer Satisfaction	34
2.7.2	Relationship of Customer Experience and Customer Satisfaction ...	34
2.7.3	Relationship of Promotion and Repurchase Intention	35
2.7.4	Relationship of Customer Experience and Repurchase Intention	35
2.7.5	Relationship of Customer Satisfaction and Repurchase Intention....	36
2.7.6	Relationship of Promotion on Customer Repurchase Intention Mediated by Customer Satisfaction	36
2.7.7	Relationship of Customer Experience on Customer Repurchase Intention Mediated by Customer Satisfaction	12
2.9	Framework of Thinking	37

CHAPTER III RESEARCH METHODOLOGY	39
3.1 Research Design	39
3.2 Population and Sample	40
3.3 Data Collection Method	42
3.4 Operational Variable Definition and Variable Measurement	43
3.4.1 Operational Variable Definition	43
3.4.1 Variable Measurement	45
3.5 Data Analysis Method	46
CHAPTER IV RESEARCH RESULT AND DISCUSSION	53
4.1 General View of “Research Object”	53
4.2 Research Result	54
4.2.1 Research Instrument Test.....	54
4.2.2 Descriptive Statistic	56
4.2.3 Outer Model Test	75
4.2.4 Inner Model Test.....	80
4.2.5 Hypothesis Testing	82
4.3 Discussion	86
4.3.1 Influence of Promotion on Customer Satisfaction	86
4.3.2 Influence of Customer Experience on Customer Satisfaction	87
4.3.3 Influence of Promotion on Repurchase Intention	88
4.3.4 Influence of Customer Experience on Repurchase Intention.....	89
4.3.5 Influence of Customer Satisfaction on Repurchase Intention	91
4.3.6 Influence of Promotion on Repurchase Intention mediated by Customer Satisfaction	92
4.3.7 Influence of Customer Experience on Repurchase Intention mediated by Customer Satisfaction.....	93

CHAPTER V CONCLUSION	95
5.1 Conclusion.....	95
5.2 Recommendation.....	96
REFERENCES	99

