

TABLE OF CONTENTS

COVER PAGE	i
TITLE PAGE	i
STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK.....	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION.....	1
1.1. Background Information	1
1.2. Problem Limitation	8
1.3. Problem Formulation	8
1.4. Objective of the Research	9
1.5. Benefit of the Research.....	10
1.5.1. Theoretical Benefit.....	10
1.5.2. Practical Benefit.....	11

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT 12

2.1.	Theory of Planned Behavior	12
2.2.	Product Quality	14
2.2.1.	Definition of Product Quality.....	14
2.2.2.	Indicators of Product Quality	15
2.3.	Brand Image.....	15
2.3.1.	Definition of Brand Image	15
2.3.2.	Indicators of Brand Image.....	16
2.4.	Price Sensitivity	17
2.4.1.	Definition of Price Sensitivity.....	17
2.4.2.	Indicators of Price Sensitivity	18
2.5.	Customer Satisfaction	19
2.5.1.	Definition of Customer Satisfaction.....	19
2.5.2.	Indicators of Customer Satisfaction	20
2.6.	Brand Loyalty	20
2.6.1.	Definition of Brand Loyalty	20
2.6.2.	Indicators of Brand Loyalty	21
2.7.	Previous Research.....	22
2.8.	Hypothesis Development.....	26
2.8.1.	Relationship between Product Quality and Customer Satisfaction.....	26
2.8.2.	Relationship between Product Quality and Brand Loyalty..	27
2.8.3.	Relationship between Brand Image and Customer Satisfaction.....	28
2.8.4.	Relationship between Brand Image and Brand Loyalty ..	28
2.8.5.	Relationship between Price Sensitivity and Customer Satisfaction.....	29
2.8.6.	Relationship between Price Sensitivity and Brand Loyalty .	30
2.8.7.	Relationship between Customer Satisfaction and Brand Loyalty	31

2.8.8.	Relationship between Product Quality and Brand Loyalty Through Customer Satisfaction as the Mediating Variable.....	31
2.8.9.	Relationship between Brand Image and Brand Loyalty Through Customer Satisfaction as the Mediating Variable.....	32
2.8.10.	Relationship between Price Sensitivity and Brand Loyalty Through Customer Satisfaction as the Mediating Variable.....	33
2.9.	Research Model	34
2.10.	Framework of Thinking	35
CHAPTER III RESEARCH METHODOLOGY		36
3.1.	Research Design	36
3.2.	Population and Sample	36
3.2.1.	Population	36
3.2.2.	Sample.....	37
3.3.	Data Collection Method.....	38
3.3.1.	Primary Data	38
3.3.2.	Secondary Data	39
3.4.	Operational Variable Definition and Variable Measurement	39
3.4.1.	Questionnaire Making Techniques	39
3.4.2.	Variable Measurement	42
3.5.	Data Analysis Method	42
3.5.1.	Instrument Testing	42
3.5.2.	Descriptive Statistics.....	43
3.5.3.	Classical Assumption Test	45
3.5.4.	Multiple Linear Regression Analysis.....	46
3.5.5.	Coefficient Determination (R^2)	47
3.5.6.	Hypothesis Testing.....	47
CHAPTER IV RESEARCH RESULT AND DISCUSSION		50
4.1	General Review of Revlon.....	50
4.2	Research Result.....	51
4.2.1	Test of Research Instrument.....	51

4.2.2	Descriptive Statistics.....	54
4.2.3	Classical Assumption Test	63
4.2.4	Multiple Linear Regression.....	69
4.2.5	Coefficient of Determination (R^2).....	71
4.2.6	Hypothesis Test.....	73
4.3	Discussion.....	76
4.3.1	Influence of Product Quality towards Customer Satisfaction.....	77
4.3.2	Influence of Product Quality towards Brand Loyalty	78
4.3.3	Influence of Brand Image towards Customer Satisfaction ..	78
4.3.4	Influence of Brand Image towards Brand Loyalty.....	79
4.3.5	Influence of Price Sensitivity towards Customer Satisfaction.....	80
4.3.6	Influence of Price Sensitivity towards Brand Loyalty	81
4.3.7	Influence of Customer Satisfaction towards Brand Loyalty	81
4.3.8	Influence of Product Quality towards Brand Loyalty mediated by Customer Satisfaction	82
4.3.9	Influence of Brand Image towards Brand Loyalty mediated by Customer Satisfaction	83
4.3.10	Influence of Price Sensitivity towards Brand Loyalty mediated by Customer Satisfaction	84
CHAPTER V CONCLUSION	85
5.1	Conclusion	85
5.2	Recommendation	88
REFERENCES	90

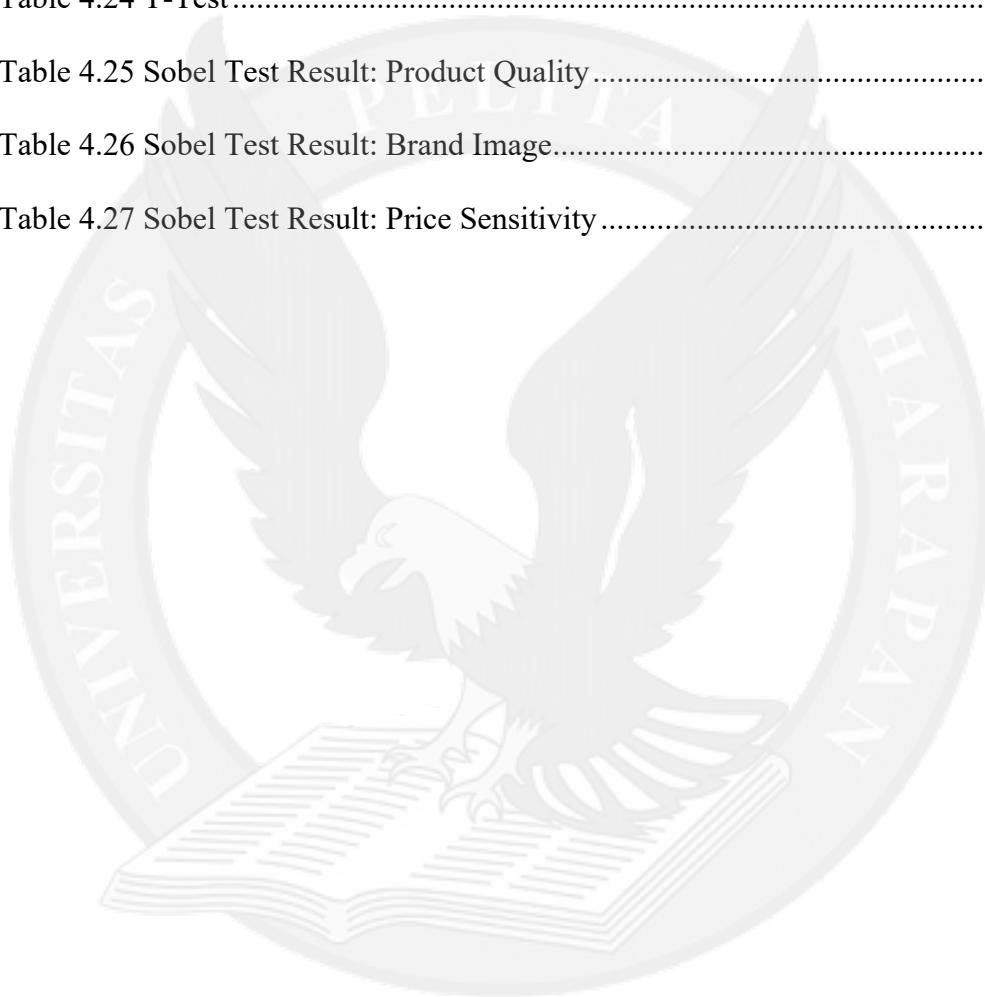
LIST OF FIGURES

Figure 1.1 Estimated Personal Care and Beauty Product Revenue in Indonesia....	2
Figure 1.2 Sales Obtained by Revlon from Year to Year	3
Figure 1.4 Reviews of Revlon.....	4
Figure 1.5 Customer Reviews on Revlon Product Quality	5
Figure 2.1 Research Model	40
Figure 4.1 Histogram Graph: Customer Satisfaction.....	63
Figure 4.2 Histogram Graph: Brand Loyalty	64
Figure 4.3 Normal P-P Plot: Customer Satisfaction	65
Figure 4.4 Normal P-P Plot: Brand Loyalty.....	65

LIST OF TABLES

Table 3.1 Variables & Indicators	39
Table 4.1 Validity Test of Product Quality	51
Table 4.2 Validity Test of Brand Image.....	52
Table 4.3 Validity Test of Price Sensitivity	52
Table 4.4 Validity Test of Customer Satisfaction.....	52
Table 4.5 Validity Test of Brand Loyalty	53
Table 4.6 Reliability Test	53
Table 4.7 Characteristic of Respondent By Gender.....	55
Table 4.8 Characteristic of Respondent By Age.....	55
Table 4.9 Characteristic of Respondent By Purchase Site	56
Table 4.10 Degree of Assessment.....	56
Table 4.11 Respondent's Response Towards Product Quality	57
Table 4.12 Respondent's Response Towards Brand Image.....	58
Table 4.13 Respondent's Response Towards Price Sensitivity	59
Table 4.14 Respondent's Response Towards Customer Satisfaction	60
Table 4.15 Respondent's Response Towards Brand Loyalty	61
Table 4.16 Mean, Median, Mode, and Standard Deviation	62
Table 4.17 Kolmogorov Smirnov Test.....	63
Table 4.18 Multicollinearity Test: Customer Satisfaction	67
Table 4.19 Multicollinearity Test: Brand Loyalty	67
Table 4.20 Multiple Linear Regression: Customer Satisfaction	69

Table 4.21 Multiple Linear Regression: Brand Loyalty	70
Table 4.22 Coefficient of Determination Result: Customer Satisfaction	72
Table 4.23 Coefficient of Determination Result: Brand Loyalty.....	72
Table 4.24 T-Test.....	73
Table 4.25 Sobel Test Result: Product Quality	75
Table 4.26 Sobel Test Result: Brand Image.....	75
Table 4.27 Sobel Test Result: Price Sensitivity	76



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE	A-1
APPENDIX B: ACTUAL TEST QUESTIONNAIRE TABULATION.....	B-1
APPENDIX C: DATA QUALITY TESTING RESULT.....	C-1
APPENDIX D: DESCRIPTIVE STATISTICS TEST RESULT	D-1
APPENDIX E: CLASSICAL ASSUMPTION TEST RESULT	E-1
APPENDIX F: MULTIPLE LINEAR REGRESSION	F-1
APPENDIX G: COEFFICIENT OF DETERMINATION TEST	G-1
APPENDIX H: HYPOTHESIS TEST RESULT	H-1
APPENDIX I: R TABLE.....	I-1
APPENDIX J: T TABLE	J-1
APPENDIX K: TURNITIN TEST RESULT.....	K-1