

TABLE OF CONTENT

TITLE PAGE.....	i
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xiv

CHAPTER I INTRODUCTION

1.1 Background of The Study	1
1.2 Problem Limitation	9
1.3 Problem Formulation	10
1.4 Objective of the Research	10
1.5 Benefit of The Research.....	11

CHAPTER II THEORITICAL BACKGROUND

2.1 Marketing Management	13
2.1.1 Element of Marketing Management	14
2.1.2 Term of Marketing Management.....	14
2.1.3 Marketing Management Concept	15
2.2 Trust	16
2.2.1 Definition of Trust	16
2.2.2 Conditions for Changing Trust Attitude.....	16
2.2.3 Consumer Trust Perception	17

2.2.4	Factors Influencing Perception of Trust	18
2.2.5	Consumer Trust Indicators	19
2.3	Company Image	20
2.3.1	Definition of Company Image.....	20
2.3.2	Corporate Image Relationship	21
2.3.3	Factors Affecting Corporate Image	21
2.3.4	Formation of Corporate Image Indicators	22
2.3.5	Corporate Image Indicators	22
2.4	Word of Mouth	23
2.4.1	Definition of Word of Mouth	23
2.4.2	Word of Mouth Marketing Communication Strategy	24
2.4.3	Word of Mouth Element.....	25
2.4.4	Word of Mouth Indicators	26
2.5	Consumer Satisfaction	27
2.5.1	Definition of Consumer Satisfaction	27
2.5.2	Consumer Satisfaction Purposes	30
2.5.3	Consumer Satisfaction Indicators	31
2.6	Previous Research	32
2.7	Hypothesis.....	33
2.8	Research Model.....	33
2.9	Framework of Thinking	35

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design.....	36
3.2	Population and Sample	36
3.3	Data Collection Method	38
3.4	Operational Variable Definition and Variable Measurement.....	39
3.4.1	Operational Variable Definition	39
3.4.2	Variable Measurement.....	41
3.5	Data Analysis Method.....	41
3.5.1	Research Instrument Test	41
3.5.1.1	Validity Test.....	42
3.5.1.2	Reliability Test.....	42
3.5.2	Descriptive Statistics	43

ix

3.5.3	Classical Assumption Test	44
3.5.3.1	Normality Test	44
3.5.3.2	Multicollinearity Test.....	45
3.5.3.3	Heteroscedasticity Test	45
3.5.4	Multiple Regression Linear.....	46
3.5.5	Coefficient of Determination Test	46
3.5.6	Hyphotesis Test	47
3.5.5.1	t-Test	47
3.5.5.2	F-Test	47

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	General View of Research Object.....	48
4.1.1	Brief Overview	48
4.1.2	Vision and Mission.....	51
4.2	Research Result.....	52
4.2.1	Test of Research Instrument	52
4.2.1.1	Validity Test.....	52
4.2.1.2	Reliability Test.....	56
4.2.2	Descriptive Statistic	56
4.2.3	Classic Assumption Test	59
4.2.3.1	Normality Test	60
4.2.3.2	Heteroscedasticity Test	62
4.2.3.3	Multicollinearity Test.....	63
4.2.4	Multiple Linear Regression Analysis	64
4.2.5	Determination Coefficient	65
4.2.6	Hyphotesis Testing	66
4.2.6.1	Hyphotesis Test (Partial).....	66
4.2.6.2	Hyphotesis Test (Simultaneous;y)	66
4.3	Discussion	67
4.3.1	The Influence of Trust toward Consumer Satisfaction	67
4.3.2	The Influence of Company Image toward Consumer Satisfaction ...	68
4.3.3	The Influence of Word of Mouth toward Consumer Satisfaction	69
4.3.4	The Influence of Trust, Company Image and Word of Mouth toward Consumer Satisfaction	70

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusion	72
5.2 Recommendation.....	72

REFERENCES



LIST OF FIGURES

Figures 2.1 Research Model	34
Figures 2.2 Framework of Thinking.....	35
Figures 4.1 Histogram Graph	60
Figures 4.2 Normal <i>Probability Plot of Regression</i>	61
Figures 4.3 Scatterplot Graph.....	62

LIST OF TABLES

Table 3.1 Operational Variable Definition	40
Table 3.2 Likert Scale.....	41
Table 4.1 Result of Trust Variable Validity Testing	53
Table 4.2 Result of Company Image Variable Validity Testing	54
Table 4.3 Result of Word of Mouth Variable Validity Testing.....	54
Table 4.4 Result of Consumer Satisfaction Variable Validity Testing.....	55
Table 4.5 Result of Variable Reliability Testing	56
Table 4.6 Respondent Identity Build upon Gender	57
Table 4.7 Respondent Identity Build upon Age	57
Table 4.8 Respondent Identity Build upon Usage Purposes.....	57
Table 4.8 Respondent Identity Build upon Usage Frequency	58
Table 4.9 Mean, Median and Mode.....	59
Table 4.10 One-Sample Kolmogorov-Smirnov Test.....	61
Table 4.11 Glejser Test.....	63
Table 4.12 Multicollinearity Test	63
Table 4.13 Multiple Linear Regression Analysis	64
Table 4.14 Determination Coefficient Test	65
Table 4.15 Partial Hypothesis t-Test	66
Table 4.16 Simultaneously Hypothesis F-Test.....	67

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

