

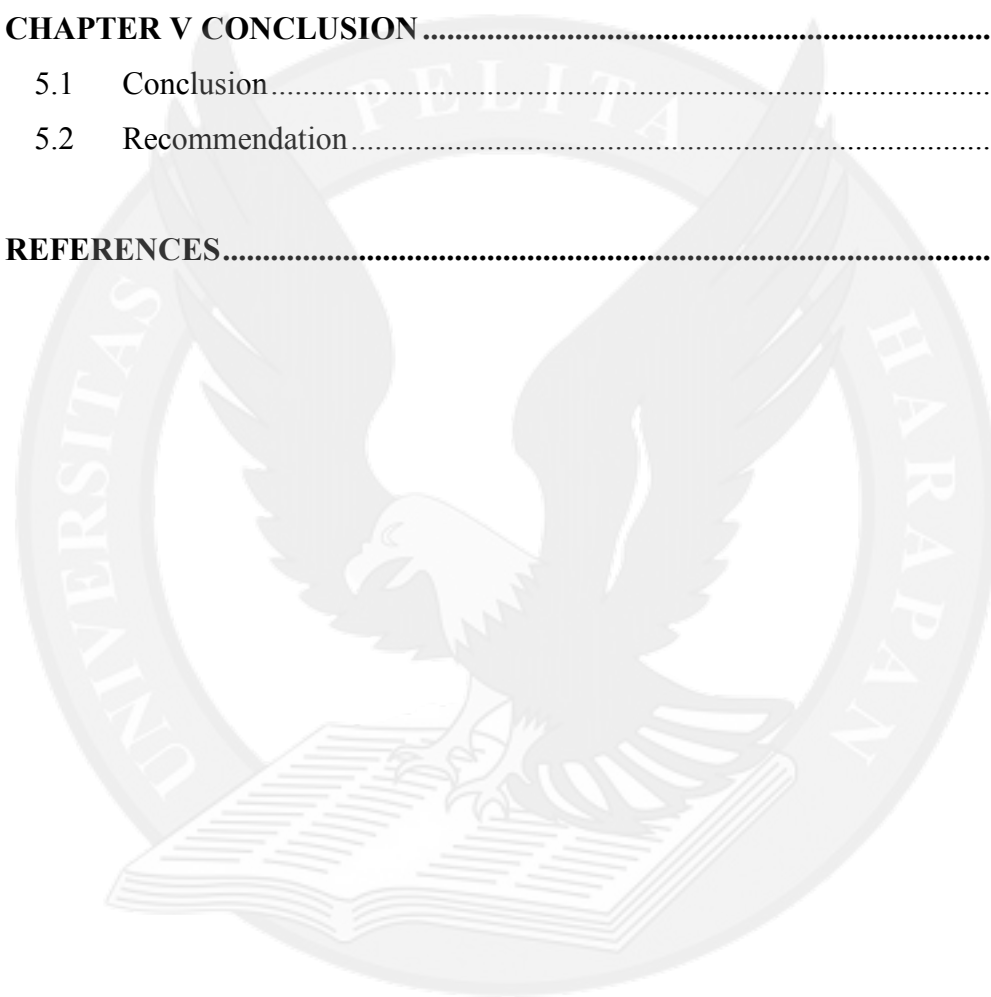
TABLE OF CONTENT

	page
APPROVAL PAGE BY FINAL PAPER ADVISOR	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	Error!
Bookmark not defined.	
ABSTRACT	v
ABSTRAK	vi
PREFACE	vii
TABLE OF CONTENT	ix
LIST OF FIGURES	xiii
LIST OF TABLE	xiv
CHAPTER I INTRODUCTION.....	1
1.1. Background of the Study	1
1.2. Problem Limitation.....	7
1.3. Problem Formulation.....	9
1.4. Objective of the Research.....	9
1.5. Benefits of the Research.....	10
1.5.1. Theoretical Benefit.....	10
1.5.2. Practical Benefit.....	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	12
2.1 Theoretical Background	12
2.1.1 Entrepreneurship	12
2.1.2 Theory of Service Quality	13
2.1.2.1 Definition of Service Quality	13
2.1.2.2 Factors of Service Quality	14
2.1.2.3 Improve of Service Quality	14

2.1.2.4	Benefits of Service Quality	16
2.1.2.5	Indicators of Service Quality	17
2.1.3	Theory of Promotion	18
2.1.3.1	Definition of Promotion	18
2.1.3.2	Benefits of Promotion	19
2.1.3.3	Purpose of Promotion Strategy	20
2.1.3.4	Types of Promotion	21
2.1.3.5	Indicators of Promotion	22
2.1.4	Theory of Brand Image	23
2.1.4.1	Definition of Brand Image	23
2.1.4.2	Build a Strong Brand Image	24
2.1.4.3	Benefits of Brand Image	26
2.1.4.4	Factors of Brand Image	27
2.1.4.5	Indicators of Brand Image	28
2.1.5	Theory of Customer Satisfaction	30
2.1.5.1	Definition of Customer Satisfaction	30
2.1.5.2	Importance of Customer Satisfaction	31
2.1.5.3	Benefits of Customer Satisfaction	32
2.1.5.4	Indicators of Customer Satisfaction	33
2.1.6	Influence of Service Quality On Customer Satisfaction	35
2.1.7	Influence of Promotion Toward On Satisfaction	36
2.1.8	Influence of Brand Image Toward On Satisfaction	37
2.1.9	Influence of Service Quality, Promotion and Brand Image On Customer Satisfaction	37
2.2	Previous Research	38
2.3	Hypothesis Development	41
2.4	Research Model	41
2.5	Framework of Thinking	43
CHAPTER III RESEARCH METHODOLOGY		44
3.1.	Research Design	44

3.2.	Population And Sample	45
3.2.1.	Population	45
3.2.2.	Sample.....	45
3.3.	Data Collection Method	47
3.4.	Operational Definition and Variable Measurement	48
3.4.1.	Operational Definition	48
3.5.	Data Analysis Method	50
3.5.1	Research Instrument Test.....	51
3.5.2	Descriptive Statistics	52
3.5.3	Classical Assumption Test	53
3.5.3.1	Normality Test.....	53
3.5.3.2	Multicollinearity Test	54
3.5.3.3	Heteroscedasticity Test.....	54
3.5.4	Multiple Linear Regression Analysis.....	55
3.5.5	Coefficient of Determination	55
3.5.6	Hypothesis Test.....	56
3.5.6.1	t Test	56
3.5.6.2	F Test.....	57
CHAPTER IV RESEARCH RESULT AND DISCUSSION		58
4.1	General View of Research Object	58
4.1.1	Brief Overview of DHL Express.....	58
4.1.2	Vision and Mission	59
4.1.3	Organizational Structure	59
4.2	Research Result	60
4.2.1	Test of Research Instrument.....	60
4.2.2	Descriptive Statistics	62
4.2.3	Result of Data Quality Testing.....	80
4.2.3.1	Classical Assumption Test	80
4.2.3.2	Multiple Linear Regression Analysis	84
4.2.3.3	Determination Test	85

4.2.4	Result of Hypothesis Testing	85
4.2.4.1	t Test	85
4.2.4.2	F Test	87
4.3	Discussion	87
CHAPTER V CONCLUSION		91
5.1	Conclusion	91
5.2	Recommendation	92
REFERENCES		96



LIST OF FIGURES

	page
Figure 1. 1. Courier Service in 2020-2024.....	2
Figure 1. 2 DHL Service Quality Review	3
Figure 1. 3. DHL Promotion Review	5
Figure 1. 4. DHL Brand Image Review	6
Figure 2. 1 Research Model	42
Figure 2. 2 Framework of Thinking.....	43
Figure 4. 1 Organizational Structure at DHL Express	60
Figure 4. 2 Characteristics of Respondents by Gender	63
Figure 4. 3 Characteristics of Respondents by Age	63
Figure 4. 4 Normality Test - Histogram.....	80
Figure 4. 5 Normality Test – Normal P-P Plot	81
Figure 4. 6 Heteroscedasticity Test – Scatterplot.....	83

LIST OF TABLE

	page
Table 1. 1 Research Timeline.....	8
Table 2. 1 Previous Research.....	38
Table 3. 1 Operational Online Customer Review Variable.....	49
Table 3. 2 Likert Scale.....	50
Table 4. 1 Test Results for the Validity Test.....	61
Table 4. 2 Test Results for the Reliability Test.....	62
Table 4.3 Service Quality Variable (X_1).....	64
Table 4.4 Service Quality Variable (X_1).....	64
Table 4.5 Service Quality Variable (X_1).....	64
Table 4.6 Service Quality Variable (X_1).....	65
Table 4.7 Service Quality Variable (X_1).....	65
Table 4.8 Service Quality Variable (X_1).....	65
Table 4.9 Service Quality Variable (X_1).....	66
Table 4.10 Service Quality Variable (X_1).....	66
Table 4.11 Service Quality Variable (X_1).....	66
Table 4.12 Service Quality Variable (X_1).....	67
Table 4.13 Promotion Variable (X_2).....	67
Table 4.14 Promotion Variable (X_2).....	68
Table 4.15 Promotion Variable (X_2).....	68
Table 4.16 Promotion Variable (X_2).....	68
Table 4.17 Promotion Variable (X_2).....	69
Table 4.18 Promotion Variable (X_2).....	69
Table 4.19 Promotion Variable (X_2).....	69
Table 4.20 Promotion Variable (X_2).....	70
Table 4.21 Brand Image Variable (X_3).....	70
Table 4.22 Brand Image Variable (X_3).....	70
Table 4.23 Brand Image Variable (X_3).....	71

Table 4.24 Brand Image Variable (X_3)	71
Table 4.25 Brand Image Variable (X_3)	71
Table 4.26 Brand Image Variable (X_3)	72
Table 4.27 Customer Satisfaction Variable (Y).....	72
Table 4.28 Customer Satisfaction Variable (Y).....	73
Table 4.29 Customer Satisfaction Variable (Y).....	73
Table 4.30 Customer Satisfaction Variable (Y).....	73
Table 4.31 Customer Satisfaction Variable (Y).....	74
Table 4.32 Customer Satisfaction Variable (Y).....	74
Table 4.33 Customer Satisfaction Variable (Y).....	74
Table 4.34 Customer Satisfaction Variable (Y).....	75
Table 4.35 Customer Satisfaction Variable (Y).....	75
Table 4.36 Customer Satisfaction Variable (Y).....	75
Table 4.37 The Interval for Variable.....	76
Table 4.38 Descriptive Statistics.....	76
Table 4.39 The Interval for Variable.....	77
Table 4.40 Descriptive Statistics for Service Quality (X_1)	78
Table 4.41 Descriptive Statistics for Promotion (X_2)	78
Table 4.42 Descriptive Statistics for Brand Image (X_3)	79
Table 4.43 Descriptive Statistics for Customer Satisfaction (Y)	79
Table 4. 44 Normality Test - Kolmogorov-Smirnov Test	80
Table 4. 45 Multicollinearity Test.....	82
Table 4. 46 Heteroscedasticity Test	83
Table 4. 47 Multiple Linear Regression Analysis.....	84
Table 4. 48 Determination Test.....	85
Table 4. 49 t Test.....	86
Table 4. 50 F Test	87

LIST OF APPENDICES

	page
Appendix A – Documentation Of Research Variable Phenomena	A-1
Appendix B – <i>Kuesioner Penelitian</i>	B-1
Appendix C – Pretest (30 Customers).....	C-1
Appendix D – Output Spss (N30).....	D-1
Appendix E – Sample Test.....	E-1
Appendix F – Output Spss (N97).....	F-1
Appendix G – Turnitin.....	G-1

