

## TABLE OF CONTENT

<b>STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGMENTT UPLOAD .....</b>	<b>i</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>PREFACE.....</b>	<b>vi</b>
<b>TABLE OF CONTENT.....</b>	<b>viii</b>
<b>LIST OF FIGURE .....</b>	<b>xi</b>
<b>LIST OF TABLE .....</b>	<b>xii</b>
<b>LIST OF APPENDICES .....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1.    Background of the Study .....	1
1.2.    Problem Limitation.....	6
1.3.    Problem Formulation.....	6
1.4.    Objective of the Research.....	7
1.5.    Benefits of the Research .....	7
1.5.1. Theoretical Benefit .....	7
1.5.2. Practical Benefit.....	7
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT .....</b>	<b>9</b>
2.1    Theoretical Background .....	9
2.1.1 Marketing.....	9
2.1.2 Marketing Mix .....	9
2.1.3 Distribution .....	14
2.1.4 Perceived Value .....	19
2.1.5 Product Innovation.....	23

2.1.6 Purchase Decision.....	27
2.1.7 Influence of Distribution on Purchase Decision .....	29
2.1.8 Influence of Perceived Value on Purchase Decision .....	30
2.1.9 Influence of Product Innovation on Purchase Decision.....	30
2.2 Previous Research .....	30
2.3 Hypothesis Development .....	32
2.4 Research Model.....	32
2.5 Framework of Thinking.....	33
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>35</b>
3.1. Research Design .....	35
3.2. Population And Sample.....	36
3.2.1. Research Location and Time .....	36
3.2.2. Population .....	36
3.2.3. Sample .....	36
3.3. Data Collection Method .....	38
3.4. Operational Definition and Variable Measurement .....	39
3.5 Data Analysis Method .....	42
3.5.1 Research Instrument Test.....	42
3.5.2 Descriptive Statistics.....	43
3.5.3 Classical Assumption Test.....	45
3.5.4 Multiple Linear Regression Analysis .....	48
3.5.5 Hypothesis Test.....	48
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>50</b>
4.1 General View of Research Object .....	50
4.1.1 Brief Overview of PT Sinar Sosro, Medan.....	50
4.1.2 Distribution Strategy of <i>Teh Botol Sosro</i> at PT Sinar Sosro, Medan ...	56
4.1.3 Vision and Mission .....	59
4.1.4 Organizational Structure .....	60
4.2 Research Result .....	62

4.2.1 Test of Research Instrument .....	62
4.2.2 Descriptive Statistics.....	65
4.2.3 Result of Data Quality Testing .....	81
4.2.4 Result of Hypothesis Testing.....	86
4.3    Discussion .....	89
 <b>CHAPTER V CONCLUSION .....</b>	 <b>94</b>
5.1    Conclusion .....	94
5.2    Recommendation.....	95
 <b>REFERENCES.....</b>	 <b>99</b>
 <b>APPENDICES</b>	

## **LIST OF FIGURE**

Figure 1. 1 Product of PT. Sinar Sosro, Medan .....	2
Figure 2. 1 Research Model .....	33
Figure 2. 2 Framework of Thinking.....	34
Figure 4. 1 Tehbotol Sosro Products.....	52
Figure 4. 2 Fruit Tea Products.....	53
Figure 4. 3 S-tee Products .....	53
Figure 4. 4 Tebs Products .....	54
Figure 4. 5 Country Choice Products .....	55
Figure 4. 6 Prima-A Products.....	55
Figure 4. 7 Organizational Structure at PT Sinar Sosro, Medan.....	61
Figure 4. 8 Normality Test Histograms .....	81
Figure 4.9 Normality Test of P-P Plots.....	82
Figure 4.10 Scatterplot Test .....	84

## LIST OF TABLE

Table 1. 1 Sales Data at PT Sinar Sosro, Medan (2021-2023) .....	3
Table 1. 2Data Phenomenon of Distribution at PT Sinar Sosro, Medan .....	3
Table 1. 3 Data Phenomenon of Perceived Value at PT Sinar Sosro, Medan .....	4
Table 1. 4 Data Phenomenon of Product Innovation at PT Sinar Sosro, Medan....	5
Table 3. 1 Operational Variable “Distribution” ( $X_1$ ) .....	40
Table 3. 2 Operational Variable “Perceived Value” ( $X_2$ ) .....	40
Table 3. 3 Operational Variable “Product Innovation” ( $X_3$ ).....	41
Table 3. 4 Operational Variable “Purchase Decision” (Y) .....	41
Table 3. 5 Likert Scale .....	41
Table 4. 1 Validity Test Results of Distribution ( $X_1$ ) .....	62
Table 4.2 Validity Test Results of Perceived Value ( $X_2$ ) .....	63
Table 4.3 Validity Test Results of Product Innovation ( $X_3$ ).....	63
Table 4.4 Validity Test Results of Purchase Decision (Y) .....	64
Table 4.5 Test Results for the Reliability .....	64
Table 4. 6 Characteristics of Respondents by Gender .....	65
Table 4.7 Characteristics of Respondents by Age .....	65
Table 4.8 Characteristics of Respondents by Length of Tenure .....	65
Table 4.9 Distribution Variable ( $X_1$ ) - Item 1 .....	66
Table 4.10 Distribution Variable ( $X_1$ ) - Item 2 .....	66
Table 4.11 Distribution Variable ( $X_1$ ) - Item 3 .....	67
Table 4.12 Distribution Variable ( $X_1$ ) - Item 4 .....	67
Table 4.13 Distribution Variable ( $X_1$ ) - Item 5 .....	68
Table 4.14 Distribution Variable ( $X_1$ ) - Item 6 .....	68
Table 4.15 Distribution Variable ( $X_1$ ) - Item 7 .....	68
Table 4.16 Distribution Variable ( $X_1$ ) - Item 8 .....	69
Table 4.17 Perceived Value Variable ( $X_2$ ) - Item 1 .....	69
Table 4.18 Perceived Value Variable ( $X_2$ ) - Item 2 .....	69
Table 4.19 Perceived Value Variable ( $X_2$ ) - Item 3 .....	70

Table 4.20 Perceived Value Variable ( $X_2$ ) - Item 4 .....	70
Table 4.21 Perceived Value Variable ( $X_2$ ) - Item 5 .....	71
Table 4.22 Perceived Value Variable ( $X_2$ ) - Item 6 .....	71
Table 4.23 Product Innovation Variable ( $X_3$ ) - Item 1.....	71
Table 4.24 Product Innovation Variable ( $X_3$ ) - Item 2.....	72
Table 4.25 Product Innovation Variable ( $X_3$ ) - Item 3.....	72
Table 4.26 Product Innovation Variable ( $X_3$ ) - Item 4.....	72
Table 4.27 Product Innovation Variable ( $X_3$ ) - Item 5.....	73
Table 4.28 Product Innovation Variable ( $X_3$ ) - Item 6.....	73
Table 4.29 Purchase Decision Variable ( $X_3$ ) - Item 1.....	74
Table 4.30 Purchase Decision Variable ( $X_3$ ) - Item 2.....	74
Table 4.31 Purchase Decision Variable ( $X_3$ ) - Item 3.....	74
Table 4.32 Purchase Decision Variable ( $X_3$ ) - Item 4.....	75
Table 4.33 Purchase Decision Variable ( $X_3$ ) - Item 5.....	75
Table 4.34 Purchase Decision Variable ( $X_3$ ) - Item 6.....	75
Table 4.35 Measurement Score of Descriptive Statistics .....	76
Table 4.36 Descriptive Statistics for Distribution, Perceived Value, Product Innovation, and Purchase Decision .....	76
Table 4.37 The Interval for Distribution ( $X_1$ ) .....	77
Table 4.38 Descriptive Statistics for Distribution ( $X_1$ ).....	78
Table 4.39 The Interval for Perceived Value, Product Innovation and Purchase Decision.....	78
Table 4.40 Descriptive Statistics for Perceived Value ( $X_1$ ).....	79
Table 4.41 Descriptive Statistics for Product Innovation ( $X_1$ ) .....	79
Table 4.42 Descriptive Statistics for Purchase Decision ( $X_1$ ).....	80
Table 4.43 Kolmogorov-Smirnov .....	82
Table 4.44 Multicollinearity Test.....	83
Table 4.45 Spearman Rho Test .....	84
Table 4.46 Multiple Linear Regression Analysis.....	85
Table 4.47 Partial Test .....	87
Table 4.48 Simultaneously Test .....	88

Table 4.49 Coefficient of Determination .....	88
---	----



## **LIST OF APPENDICES**

Appendix A. Research Questionnaire .....	A-1
Appendix B. Tabulation of Respondents' Answers .....	B-1
Appendix C. Output Spss (Pre-Test).....	C-1
Appendix D. Tabulation Of Respondents' Answers .....	D-1
Appendix E. Output Spss (Sample-Test) .....	E-1
Appendix F. R Table .....	F-1
Appendix G. T Table.....	G-1
Appendix H. F Table.....	H-1
Appendix I. Turnitin.....	I-1