

## TABLE OF CONTENTS

<b>COVER</b>	
<b>TITLE PAGE</b>	
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....</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><i>ABSTRAK</i>.....</b>	<b>vi</b>
<b>PREFACE .....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>xiii</b>
<b>LIST OF TABLES .....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvi</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Limitation.....	13
1.3 Problem Formulation .....	14
1.4 Objective of the Research.....	14
1.5 Benefit of the Research.....	15
1.5.1 Theoretical Benefit.....	15
1.5.2 Practical Benefit.....	15
<b>CHAPTER II .....</b>	<b>17</b>
<b>LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....</b>	<b>17</b>
2.1 Theoretical Background.....	17
2.1.1 Marketing.....	17
2.1.1.1 Definition of Marketing.....	17
2.1.2 Brand.....	19

2.1.3	Brand Image.....	21
2.1.3.1	Definition of Brand Image.....	21
2.1.3.2	Elements of Brand Image .....	23
2.1.3.3	Dimensions of Brand Image .....	24
2.1.3.4	Indicator of Brand Image.....	26
2.1.4	Promotion.....	27
2.1.4.1	Definition of Promotion.....	27
2.1.4.2	The Purpose of Promotion .....	29
2.1.4.3	Steps to Develop an Effective Promotion.....	31
2.1.4.4	Indicators of Promotion .....	33
2.1.5	Design Packaging.....	34
2.1.5.1	Definition of Design Packaging.....	34
2.1.5.2	The Function of Packaging .....	36
2.1.5.3	The Purpose of Design Packaging.....	37
2.1.5.4	Indicator of Design Packaging.....	38
2.1.6	Customer Purchase Decision .....	40
2.1.6.1	Definition of Customer Purchase Decision .....	40
2.1.6.2	The Process of Customer Purchase Decision .....	42
2.1.6.3	The Factors that Affecting Purchase Decision .....	44
2.1.6.4	Indicator of Customer Purchase Decision .....	45
2.1.7	The Influence of Brand Image on Customer Purchase Decision.....	47
2.1.8	The Influence of Promotion on Customer Purchase Decision.....	48
2.1.9	The Influence of Design Packaging on Customer Purchase Decision .....	49
2.2	Previous Research.....	50
2.3	Hypothesis Development.....	52
2.4	Research Model .....	53
2.5	Framework of Thinking.....	54
<b>CHAPTER III.....</b>		<b>55</b>
<b>RESEARCH METHODOLOGY .....</b>		<b>55</b>

3.1	Research Design .....	55
3.2	Population and Sample .....	57
3.2.1	Research Object .....	57
3.2.2	Population .....	58
3.2.3	Sample.....	59
3.3	Data Collection Method.....	61
3.4	Operational Definition and Variable Measurement.....	63
3.4.1	Operational Definition .....	64
3.4.2	Variable Measurement.....	68
3.5	Data Analysis Method .....	69
3.5.1	Research Instrument Test.....	69
3.5.2	Descriptive Analysis Method.....	71
3.5.3	Classical Assumption Test.....	75
3.5.4	Multiple Linear Regression.....	78
3.5.5	Hypothesis Test.....	79
<b>CHAPTER IV.....</b>		<b>83</b>
<b>RESEARCH RESULT AND DISCUSSION .....</b>		<b>83</b>
4.1	General View of Research Object .....	83
4.1.1	Bried Overview of The Company.....	83
4.1.2	Vision and Mission of The Company .....	84
4.1.3	Organizational Structure of The Company .....	84
4.2	Research Result .....	85
4.2.1	Test of Research Instrument .....	85
4.2.1.1	Validity Test .....	85
4.2.1.2	Reliability Test.....	89
4.2.2	Descriptive Statistics.....	91
4.2.2.1	Respondent Characteristics.....	91
4.2.2.2	Respondent's Response on Research Variable.....	93
4.2.2.3	Mean, Median, Mode, Standard Deviation and Variance on Each Variable.....	102

4.2.2.4	Analysis of Descriptive of Research Variable.....	112
4.2.3	Classical Assumption Test.....	116
4.2.3.1	Normality Test.....	116
4.2.3.2	Heteroscedasticity Test.....	120
4.2.3.3	Multicollinearity Test .....	122
4.2.3.4	Linearity Test.....	124
4.2.3.5	Autocorrelation Test .....	126
4.2.4	Multiple Linear Regression Analysis.....	127
4.2.5	Hypothesis Testing.....	129
4.2.5.1	T Test.....	129
4.2.5.2	F Test .....	131
4.2.5.3	Coefficient of Determination.....	133
4.3	Discussion.....	134
4.3.1	The Influence of Brand Image on Customer Purchase Decision...	134
4.3.2	The Influence of Promotion on Customer Purchase Decision.....	135
4.3.3	The Influence of Design Packaging on Customer Purchase Decision .....	135
4.3.4	The Influence of Brand Image, Promotion and Design Packaging on Customer Purchase Decision .....	136
<b>CHAPTER V</b>	.....	<b>138</b>
<b>CONCLUSION AND RECOMMENDATION</b>	.....	<b>138</b>
5.1	Conclusion .....	138
5.2	Recommendation .....	140
<b>REFERENCE</b>	.....	<b>147</b>

## LIST OF FIGURES

Figure 1. 1 The Data Growth of Food and Beverage Industry.....	2
Figure 1. 2 Logo of PT. Alamjaya Wirasantosa.....	6
Figure 1. 3 Top Brand Awards (2024).....	9
Figure 1. 4 Graphics of Hatari and Unibis .....	9
Figure 1. 5 Promotion of Unibis .....	11
Figure 1. 6 Unibis’s Design Packaging.....	12
Figure 1. 7 Hatari’s Design Packaging .....	11
Figure 2. 1 Research Model .....	53
Figure 2. 2 Framework of Thinking.....	54
Figure 4. 1 Organizational Structure of PT. Alamjaya Wirasantosa.....	85
Figure 4. 2 Histogram Graph .....	117
Figure 4. 3 Normal Probability Plot of Regression.....	118
Figure 4. 4 Scatterplot Graph.....	120

## LIST OF TABLES

Table 1.1 The Sales of Unibis Sandwich Cream Biscuits at PT. Alamjaya Wirasentosa .....	7
Table 2. 1 Previous Research .....	51
Table 3. 1 Operational for Brand Image, Promotion, Design Packaging and Customer Purchase Decision.....	65
Table 3. 2 Likert Scale .....	69
Table 4. 1 Result of Validity Test on Brand Image .....	86
Table 4. 2 Result of Validity Test on Promotion .....	87
Table 4. 3 Result of Validity Test on Design Packaging .....	87
Table 4. 4 Result of Validity Test on Customer Purchase Decision .....	88
Table 4. 5 Reliability Test Result for Brand Image .....	90
Table 4. 6 Reliability Test Result for Promotion .....	90
Table 4. 7 Reliability Test Result for Design Packaging .....	90
Table 4. 8 Reliability Test Result for Customer Purchase Decision.....	91
Table 4. 9 Gender of Respondents .....	92
Table 4. 10 Age of Respondents .....	92
Table 4. 11 Respondent Response on Variable Brand Image.....	93
Table 4. 12 Respondent Response on Variable Promotion.....	95
Table 4. 13 Respondent Response on Variable Design Packaging.....	97
Table 4. 14 Respondent Response on Variable Customer Purchase Decision .....	99
Table 4. 15 Degree of Assessment for Each Variable .....	102
Table 4. 16 Mean, Median, Mode, Std. Deviation and Variance of Brand Image .....	103
Table 4. 17 Mean, Median, Mode, Std. Deviation, and Variance of Promotion	105
Table 4. 18 Mean, Median, Mode, Std. Deviation and Variance of Design Packaging .....	107
Table 4. 19 Mean, Median, Mode, Std. Deviation, and Variance of Customer Purchase Decision .....	110

Table 4. 20 Interval Class for Brand Image .....	113
Table 4. 21 Interval Class for Promotion .....	114
Table 4. 22 Interval Class for Design Packaging .....	114
Table 4. 23 Interval Class for Customer Purchase Decision.....	115
Table 4. 24 Mean, Median, Mode, Std. Deviation and Variance.....	115
Table 4. 25 One Sample Kolmogorov Smirnov .....	119
Table 4. 26 Glejser Test .....	121
Table 4. 27 Multicollinearity Test.....	123
Table 4. 28 Linearity Test for Brand Image.....	124
Table 4. 29 Linearity Test for Promotion.....	125
Table 4. 30 Linearity Test for Design Packaging .....	125
Table 4. 31 Autocorrelation Test .....	126
Table 4. 32 Multiple Linear Regression Result .....	128
Table 4. 33 Partial Hypothesis T - Test.....	130
Table 4. 34 Simultaneously Hypothesis F test .....	132
Table 4. 35 Coefficient Determination Test.....	133

## LIST OF APPENDICES

APPENDIX A: PRE TEST DATA TABULATION .....	A-1
APPENDIX B: VALIDITY AND RELIABILITY TEST RESULT .....	B-1
APPENDIX C: MAIN TEST DATA TABULATION .....	C-1
APPENDIX D: MAIN TEST OUTPUT .....	D-1

