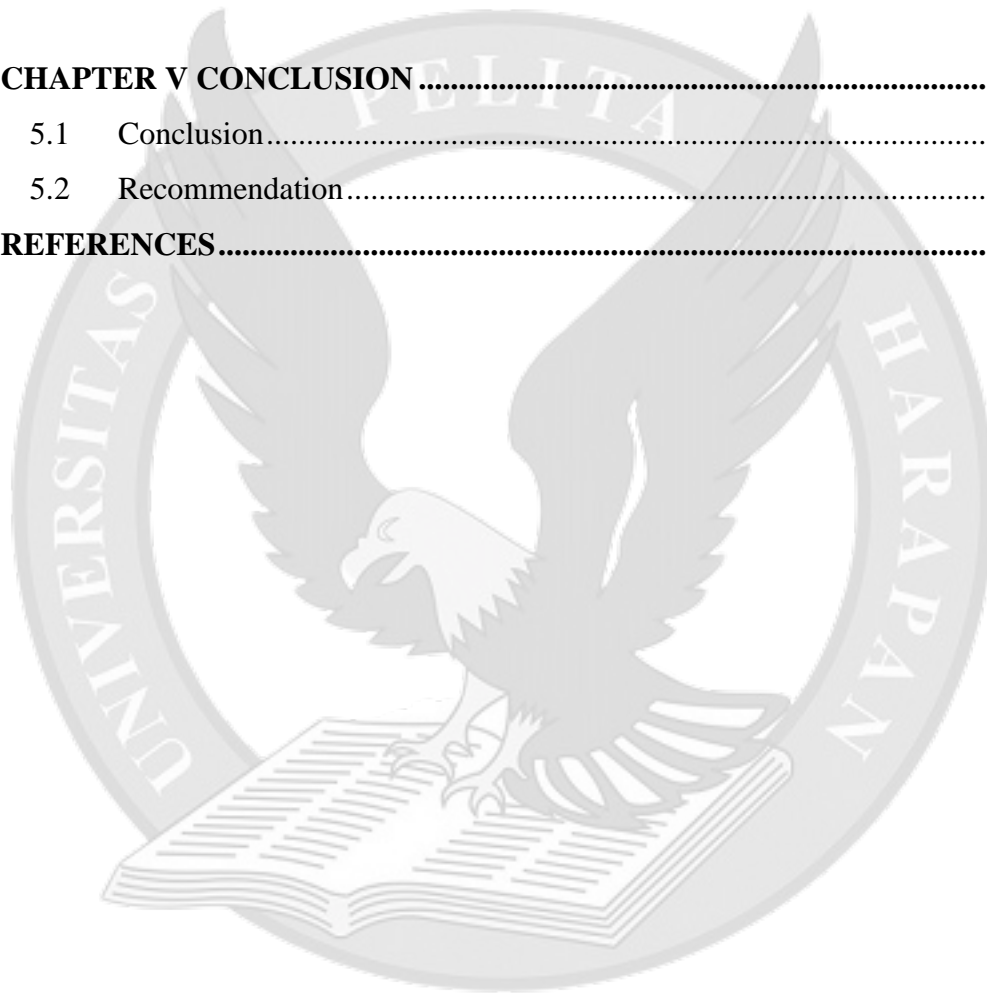


TABLE OF CONTENT

STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENTT UPLOAD	i
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE.....	vii
TABLE OF CONTENT.....	ix
LIST OF FIGURE	xii
LIST OF TABLE	xiii
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
1.1. Background of the Study	1
1.2. Problem Limitation.....	6
1.3. Problem Formulation.....	7
1.4. Objective of the Research.....	7
1.5. Benefits of the Research.....	8
1.5.1. Theoretical Benefit	8
1.5.2. Practical Benefit	8
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	10
2.1 Theoretical Background	10
2.1.1 Marketing	10
2.1.2 Trust.....	11
2.1.3 Company Image	14

2.1.4	Timeliness	17
2.1.5	Purchase Decision	19
2.1.6	The Influence of Trust towards Purchase Decision.....	23
2.1.7	The Influence of Company Image towards Purchase Decision...	23
2.1.8	The Influence of Timeliness towards Purchase Decision.....	24
2.1.9	The Influence of Trust, Company Image and Timeliness towards Purchase Decision	24
2.2	Previous Research	25
2.3	Hypothesis Development	26
2.4	Research Model	27
2.5	Framework of Thinking.....	28
CHAPTER III RESEARCH METHODOLOGY		29
3.1.	Research Design	29
3.2.	Population And Sample.....	30
3.2.1.	Research Location and Time	30
3.2.2.	Population.....	30
3.2.3.	Sample	30
3.3.	Data Collection Method	31
3.4.	Operational Definition and Variable Measurement	32
3.5	Data Analysis Method	35
3.5.1	Research Instrument Test	35
3.5.2	Descriptive Statistics	37
3.5.3	Classical Assumption Test	37
3.5.4.	Multiple Linear Regression Analysis	40
3.5.5.	Hypothesis Test	40
CHAPTER IV RESEARCH RESULT AND DISCUSSION		42
4.1	General View of PT. Anugerah Kreasi Selaras	42
4.1.1	Bried Overview	42
4.1.2	Vision and Mission.....	43

4.1.3	Organizational Structure.....	43
4.2	Research Result	44
4.2.1	Test of Research Instrument.....	44
4.2.2	Descriptive Statistics	48
4.2.3	Result of Data Quality Testing.....	64
4.2.4	Hypothesis Test	70
CHAPTER V CONCLUSION		75
5.1	Conclusion.....	75
5.2	Recommendation.....	76
REFERENCES.....		80



LIST OF FIGURE

Figure 1.1. Logo of PT. Anugerah Kreasi Selaras, Medan	2
Figure 1.2. Shipping Service	2
Figure 1.3. Total of Customers PT. Anugerah Kreasi Selaras, Medan (2019-2023)	4
Figure 2.1 Research Model	27
Figure 2.2 Framework of Thinking	28
Figure 4. 1 Product of PT Anugerah Kreasi Selaras	42
Figure 4. 2 Organizational Structure of PT Anugerah Kreasi Selaras	44
Figure 4. 3 Characteristics of Respondents by Gender	48
Figure 4. 4 Characteristics of Respondents by Age	49
Figure 4. 5 Histograms	64
Figure 4. 6 Normal P-P Plot	65
Figure 4. 7 Heteroscedasticity Test	67

LIST OF TABLE

Table 1. 1 Container Shipping Transactions	3
Table 2. 1 Previous Research	25
Table 3.1 Operational Variable	33
Table 3.2 Likert Scale	35
Table 4. 1 Validity Test Results of Trust (X ₁)	45
Table 4. 2 Validity Test Results of Company Image (X ₂)	45
Table 4. 3 Validity Test Results of Timeliness (X ₃)	46
Table 4. 4 Validity Test Results of Purchase Decision (X ₃)	47
Table 4. 5 Pre-Test Reliability of Independent and Dependent Variable	48
Table 4. 6 Measurement Score of Descriptive Statistics	50
Table 4. 7 Respondents' Responses towards Trust.....	50
Table 4.8 The Interval for Trust.....	50
Table 4. 9 Respondents' Responses towards Company Image	51
Table 4.10 The Interval for Company Image.....	51
Table 4. 11 Respondents' Responses towards Timeliness	52
Table 4.12 The Interval for Timeliness.....	52
Table 4. 13 Respondents' Responses towards Purchase Decision	53
Table 4.14 The Interval for Purchase Decision.....	53
Table 4.15 Trust Variable (X ₁) - Item 1	54
Table 4.16 Trust Variable (X ₁) - Item 2	54
Table 4.17 Trust Variable (X ₁) - Item 3	54
Table 4.18 Trust Variable (X ₁) - Item 4	55
Table 4.19 Trust Variable (X ₁) - Item 5	55
Table 4.20 Trust Variable (X ₁) - Item 6	55
Table 4.21 Company Image Variable (X ₁) - Item 1	56
Table 4.22 Company Image Variable (X ₁) - Item 2.....	56
Table 4.23 Company Image Variable (X ₁) - Item 3.....	56
Table 4.24 Company Image Variable (X ₁) - Item 4.....	57

Table 4.25 Company Image Variable (X_1) - Item 5.....	57
Table 4.26 Company Image Variable (X_1) - Item 6.....	57
Table 4.27 Company Image Variable (X_1) - Item 7.....	58
Table 4.28 Company Image Variable (X_1) - Item 8.....	58
Table 4.29 Timeliness Variable (X_1) - Item 1.....	58
Table 4.30 Timeliness Variable (X_1) - Item 2.....	59
Table 4.31 Timeliness Variable (X_1) - Item 3.....	59
Table 4.32 Timeliness Variable (X_1) - Item 4.....	59
Table 4.33 Timeliness Variable (X_1) - Item 5.....	60
Table 4.34 Timeliness Variable (X_1) - Item 6.....	60
Table 4.35 Purchase decision Variable (X_1) - Item 1.....	60
Table 4.36 Purchase decision Variable (X_1) - Item 2.....	61
Table 4.37 Purchase decision Variable (X_1) - Item 3.....	61
Table 4.38 Purchase decision Variable (X_1) - Item 4.....	61
Table 4.39 Purchase decision Variable (X_1) - Item 5.....	62
Table 4.40 Purchase decision Variable (X_1) - Item 6.....	62
Table 4.41 Purchase decision Variable (X_1) - Item 7.....	62
Table 4.42 Purchase decision Variable (X_1) - Item 8.....	63
Table 4.43 Purchase decision Variable (X_1) - Item 9.....	63
Table 4.44 Purchase decision Variable (X_1) - Item 10.....	63
Table 4. 45 Kolmogorov Smirnov Test	65
Table 4. 46 Tolerance Value and VIF.....	66
Table 4. 47 Heteroscedasticity Test	68
Table 4. 48 Multiple Regression Testing Result.....	68
Table 4. 49 Determination Test.....	70
Table 4. 50 T-Testing Output.....	70
Table 4. 51 F- Test Output	71

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

