

TABLE OF CONTENTS

TITLE PAGE	1
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	v
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE.....	viii
LIST OF FIGURES	xiii
LIST OF TABLE	xiv
LIST OF APPENDIX	xvi
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	8
1.3 Problem Formulation.....	9
1.4 Objective of the Research.....	9
1.5 Benefit of the Research	10
1.5.1 Theoretical Benefit.....	10
1.5.2 Practical Benefit.....	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	11
2.1 Theoretical Background	11
2.1.2 Marketing	11

2.1.3	Affiliate Marketing.....	12
2.1.4	Content Marketing	18
2.1.5	Brand Awareness	25
2.1.6	Purchase Decision	29
2.2	Previous Research	40
2.3	Hypothesis Development	48
2.4	Research Model	49
2.5	Framework of Thinking	50
CHAPTER III RESEARCH METHODOLOGY		50
3.1	Research Design	50
3.2	Population and Sample	51
3.2.1	Population and Sample Definition	51
3.3	Data Collection Method	54
3.4	Operational Variable and Variable Measurement	55
3.4.1	Operational Variable	55
3.5	Data Analysis Method.....	62
3.5.1	Research Instrument.....	63
3.5.3	Classic Assumption Test.....	66
3.5.4	Multiple Linear Regression Analysis.....	69
3.5.5	Hypothesis Test.....	70
3.5.6	Coefficient of Determination	71
CHAPTER IV RESEARCH RESULTS AND DISCUSSION		73
4.1	General Overview of “Research Object”	73
4.1.1	Company Overview	73
4.1.2	Company Vision and Mission.....	74
4.1.3	Company Logo.....	74
4.2	Research Results.....	74

4.2.1	Test of Research Instrument.....	74
4.2.2	Characteristic of Respondents.....	81
4.2.3	Explanation of Respondent on Research Variable.....	83
4.2.4	Descriptive Statistics.....	108
4.2.5	Classic Assumption Test.....	114
4.2.6	Hypothesis Testing.....	122
4.3	Discussion.....	125
4.3.1	The Influence of Affiliate Marketing on Customer Purchase Decision 127	
4.3.2	The Influence of Content Marketing on Customer Purchase Decision 128	
4.3.3	The Influence of Brand Awareness on Customer Purchase Decision 129	
4.3.4	The Influence of Affiliate Marketing, Content Marketing and Brand Awareness on Customer Purchase Decision.....	130
CHAPTER V CONCLUSION		131
5.1	Conclusion.....	131
5.2	Recommendation.....	132
REFERENCES.....		135

LIST OF FIGURES

Figure 1.1 7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia	2
Figure 1.2 Pre Survey Question 1 Result	4
Figure 1.3 Pre Survey Question 2 Result	5
Figure 1.4 Pre Survey Question 3 Result	6
Figure 2.1 Research Model	49
Figure 4.1 Somethinc Company Logo	74
Figure 4.2 Reliability Test Result for Affiliate Marketing	80
Figure 4.3 Reliability Test Result for Content Marketing	80
Figure 4.4 Reliability Test Result for Purchase Decision	81
Figure 4.5 Reliability Test Result for Brand Awareness	81
Figure 4.6 SPSS OUTPUT Descriptive Statistics Affiliate Marketing.....	109
Figure 4.7 SPSS OUTPUT Descriptive Statistics Content Marketing	110
Figure 4.8 SPSS OUTPUT Descriptive Statistics Brand Awareness	111
Figure 4.9 SPSS OUTPUT Descriptive Statistics Purchase Decision	112
Figure 4.10 Histogram Graph	115
Figure 4.11 Normal P-Plot Graph	115
Figure 4.12 Scatterplot Graph	117

LIST OF TABLE

Table 2.1 Summary of Previous Research	42
Table 2.2 Framework of Thinking	50
Table 3.1 Operational Variabel Definition.....	56
Table 3.2 Likert Scale	62
Table 3.3 AutoCorrelation Decision Making Table.....	68
Table 4.1 Validity Test for Affiliate Marketing (X1)	75
Table 4.2 Validity Test for Content Marketing (X2)	76
Table 4.3 Validity Test for Brand Awareness (X3)	78
Table 4.4 Validity Test for Purchase Decision (Y).....	79
Table 4.5 Reliability Test Result.....	80
Table 4.6 Respondent Gender	81
Table 4.7 Respondent Age	82
Table 4.8 Respondents Occupation.....	82
Table 4.9 Respondent Distribution on Variable Affiliate Marketing	83
Table 4.10 Respondent Distribution on Variable Content Marketing	90
Table 4.11 Respondent Distribution on Variable Brand Awareness	97
Table 4.12 Respondent Distribution on Variable Purchase Decision	102
Table 4.13 Interval Range	108
Table 4.14 Descriptive Statistics of Affiliate Marketing	109
Table 4.15 Descriptive Statistics of Content Marketing	111
Table 4.16 Descriptive Statistics of Brand Awareness	112
Table 4.17 Descriptive Statistics of Purchase Decision.....	113
Table 4.17 One Sample KS Test Result.....	114
Table 4.18 Multicollinearity Test.....	116
Table 4.19 Heteroscedasticity Test	117
Table 4.20 Affiliate Marketing Linearity Test Result.....	118
Table 4.21 Content Marketing Linearity Test Result	118
Table 4.22 Brand Awareness Linearity Test Result	119
Table 4.23 Autocorrelation DW Test Result.....	119

Table 4.24 Autocorrelation Run Test Result.....	120
Table 4.25 Multiple Linear Regression Analysis Test Result.....	121
Table 4.27 t-Test Result	122
Table 4.28 F-Test Result.....	124
Table 4.29 Determination Test Result	124



LIST OF APPENDIX

APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : DATA TABULATION SPSS OUTPUT.....	B-1
APPENDIX C : DATA OF RESPONDENT ANSWER FROM QUESTIONNAIRE	C-1
APPENDIX D : SPSS OUTPUT	D-1
APPENDIX E : DISTRIBUTION R TABLE.....	E-1
APPENDIX F : DISTRIBUTION F TABLE	F-1
APPENDIX G : DISTRIBUTION T TABLE.....	G-1
APPENDIX H : DISTRIBUTION DW TABLE	H-1

