

TABLE OF CONTENTS

	Page
TITLE PAGE.....	ii
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iiiv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT	vi
ABSTRAK	vii
PREFACE	viii
TABLE OF CONTENTS	x
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
LIST OF APPENDICES	xv
 CHAPTER I INTRODUCTION.....	 1
1.1 Background of The Study	1
1.2 Problem Limitation	8
1.3 Problem Formulation	8
1.4 Objective of the Research	9
1.5 Benefit of the Research	9
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit	9
 CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENNT	11
2.1 Theoretical Background	11
2.1.1 Consumer Decision-Making Process (DMP).....	11
2.1.2 Brand Awareness	12
2.1.3 Online Review.....	14
2.1.4 Social Media.....	17

2.1.5	Purchase Decision	19
2.2	Previous Research	22
2.3	Hypothesis Development	26
2.3.1	Influence of Brand Awareness towards Purchase Decision	26
2.3.2	Influence of Online Review towards Purchase Decision	27
2.3.3	Influence of Social Media towards Purchase Decision	27
2.3.4	Influence of Brand Awareness, Online Review, and Social Media towards Purchase Decision	28
2.4	Research Model	28
2.5	Framework of Thinking	29
CHAPTER III RESEARCH METHODOLOGY		30
3.1	Research Design	30
3.2	Population and Sample	31
3.2.1	Population	31
3.2.2	Sample	32
3.3	Data Collection Method	34
3.4	Operational Definition and Variable Measurement	36
3.4.1	Questionnaire Making Techniques	36
3.4.2	Variable Measurement	38
3.5	Data Analyzing Method	38
3.5.1	Instrument Testing	38
3.5.2	Descriptive Statistics	40
3.5.3	Classical Assumption Test	43
3.5.4	Multiple Linear Regression Analysis	45
3.5.5	Coefficient Determination (R²)	46
3.5.6	Hypothesis Testing	46
CHAPTER IV RESEARCH RESULT AND DISCUSSION		49
4.1	General Review of PT Multi IndoCitra Tbk	49

4.2	Research Result.....	52
4.2.1	Test of Research Instrument.....	52
4.2.2	Descriptive Statistics.....	55
4.2.3	Classical Assumption Test.....	63
4.2.4	Multiple Linear Regression.....	68
4.2.5	Coefficient of Determination (R2).....	70
4.2.6	Hypothesis Test	71
4.3	Discussion	73
4.3.1	Influence of Brand Awareness towards Purchase Decision	73
4.3.2	Influence of Online Review towards Purchase Decision.....	74
4.3.3	Influence of Social Media towards Purchase Decision.....	75
4.3.4	Influence of Brand Awareness, Online Review, and Social Media towards Purchase Decision	76
CHAPTER V CONCLUSION		77
5.1	Conclusion	77
5.2	Recommendation.....	79
REFERENCES.....		82

LIST OF FIGURES

Figure 1. 1 Brand Comparison	3
Figure 1. 2 Pigeon Teens Product.....	4
Figure 1. 3 Pigeon Teens Official Store Website	5
Figure 1. 4 Social Media Comparison	6
Figure 1. 5 Social Media Comparison	7
Figure 2. 1 Research Model	28
Figure 2. 2 Framework of Thinking	29
Figure 4. 1 Organizational Structure of PT Multi IndoCitra Tbk	51
Figure 4. 2 Ownership Structure of PT Multi IndoCitra Tbk.....	52
Figure 4. 3 Histogram Graph: Purchase Decision.....	64
Figure 4. 4 Normal P-Plot Purchase Decision	65
Figure 4. 5 Heteroscedasticity Test: Purchase Decision	66

LIST OF TABLES

Table 1. 1 Product Problems	6
Table 2. 1 Comparison of Previous Research	22
Table 3. 1 The Operational Definition of Variables	37
Table 3. 2 Likert Scale	38
Table 4. 1 Validity Test of Brand Awareness.....	52
Table 4. 2 Validity Test of Online Review	53
Table 4. 3 Validity Test of Social Media	53
Table 4. 4 Validity Test of Purchase Decision.....	54
Table 4. 5 Reliability Test	54
Table 4. 6 Characteristics of Respondent by Gender	56
Table 4. 7 Respondents Characteristics by the Age Generation.....	56
Table 4. 8 Respondents' Characteristics by the Purchase Location	57
Table 4. 9 Likert Scale	58
Table 4. 10 Respondent's Response towards Brand Awareness (BA).....	58
Table 4. 11 Respondent's Response towards Online Review (OR).....	59
Table 4. 12 Respondent's Response towards Social Media.....	60
Table 4. 13 Respondent's Response towards Purchase Decision	61
Table 4. 14 Mean, Median, Mode, and Standard Deviation	62
Table 4. 15 Kolmogorov SMrnov Test.....	63
Table 4. 16 Multicollinearity Test: Purchase Decision	65
Table 4. 17 Spearman's Rho Test	67
Table 4. 18 Multiple Linear Regression Risk Perception	68
Table 4. 19 Coefficient of Determination Result	70
Table 4. 20 T Test Result.....	71
Table 4. 21 Simultaneous F-Test Result.....	72

LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Actual Test Questionnaire Tabulation.....	B-1
Appendix C: Data Quality Testing Result.....	C-1
Appendix D: Descriptive Statistic Test Result.....	D-1
Appendix E: Classical Assumption Test Result	E-1
Appendix F: Multiple Linear Regression.....	F-1
Appendix G: Coefficient Of Determination Test	G-1
Appendix H: Hypothesis Test Result	H-1
Appendix I: T Table And F Test	I-1
Appendix J: Turnitin Test Result.....	J-1

