

TABLE OF CONTENT

TITLE PAGE.....	i
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	v
ABSTRAK.....	vi
PREFACE	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES.....	xii
LIST OF TABLES.....	xiii
LIST OF APPENDICES.....	xiv

CHAPTER I INTRODUCTION

1.1 Background of The Study	1
1.2 Problem Limitation	9
1.3 Problem Formulation	9
1.4 Objective of the Research	9
1.5 Benefit of The Research.....	10

CHAPTER II THEORITICAL BACKGROUND

2.1 Marketing Management	12
2.2 Brand Awareness Theory.....	13
2.2.1 Definition of Brand Awareness	13
2.2.2 Brand Awareness Implementation.....	14
2.2.3 Brand Awareness Component	16
2.2.4 Brand Awareness Indicator	18
2.3 Product Innovation Theory	18
2.3.1 Definition of Product Innovation	18

2.3.2	Innovation Challenges	20
2.3.3	Innovation Exclusion and Indicator.....	22
2.4	Promotion Theory	24
2.4.1	Definition of Promotion	24
2.4.2	Promotional Elements	25
2.4.3	Steps on Promotion	26
2.4.4	Types of Promotion	28
2.4.5	Indicator of Promotion	29
2.5	Purchase Decision	30
2.5.1	Definition of Purchase Decision.....	30
2.5.2	Purchase Decision Structure	31
2.5.3	Purchase Decision Model	32
2.5.4	Factors Affecting Purchase Decision	33
2.5.5	Purchase Decision Indicators	34
2.6	Relation Between Variables	35
2.7	Previous Research	36
2.8	Hypothesis.....	40
2.9	Research Model.....	44
2.10	Framework of Thinking	45

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design.....	46
3.2	Population and Sample	46
3.3	Data Collection Method	50
3.4	Operational Variable Definition and Variable Measurement	50
3.4.1	Operational Variable Definition	50
3.4.2	Variable Measurement.....	53
3.5	Data Analysis Method.....	54
3.5.1	Research Instrument Test	54
3.5.1.1	Validity Test.....	54
3.5.1.2	Reliability Test.....	55
3.5.2	Descriptive Statistics	55
3.5.3	Classical Assumption Test	56
3.5.3.1	Normality Test.....x	56

3.5.3.2	Multicollinearity Test	57
3.5.3.3	Heteroscedasticity Test	58
3.5.3.4	Linearity Test.....	58
3.5.3.5	Autocorrelation Test	59
3.5.4	Multiple Regression Linear.....	59
3.5.5	Hyphotesis Test	60
3.5.5.1	t-Test	60
3.5.5.2	F-Test	60
3.5.5.3	Coefficient of Determination Test	61

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	General View of Research Object.....	62
4.1.1	Brief Overview	62
4.1.2	Vision and Mission.....	64
4.1.3	Organization Structure.....	65
4.2	Research Result.....	69
4.2.1	Test of Research Instrument.....	69
4.2.1.1	Validity Test.....	69
4.2.1.2	Reliability Test.....	72
4.2.2	Descriptive Statistic	73
4.2.3	Classic Assumption Test	76
4.2.3.1	Normality Test	76
4.2.3.2	Heteroscedasticity Test	76
4.2.3.3	Multicollinearity Test	80
4.2.3.4	Linearity Test	80
4.2.3.5	Autocorrelation Test	81
4.2.4	Multiple Linear Regression Analysis	82
4.2.5	Determination Coefficient	83
4.2.6	Hyphotesis Testing	84
4.2.6.1	Hyphotesis Test (Partial).....	84
4.2.6.2	Hyphotesis Test (Simultaneous;y)	86
4.3	Discussion	87
4.3.1	The Effect of Brand Awareness toward Purchase Decision.....	87
4.3.2	The Effect of Product Innovation toward Purchase Decision.....	87

4.3.3	The Effect of Promotion toward Purchase Decision	87
4.3.4	The Effect of Brand Awareness, Product Innovation, and Promotion toward Purchase Decision	88

CHAPTER V CONCLUSION AND RECOMMENDATION

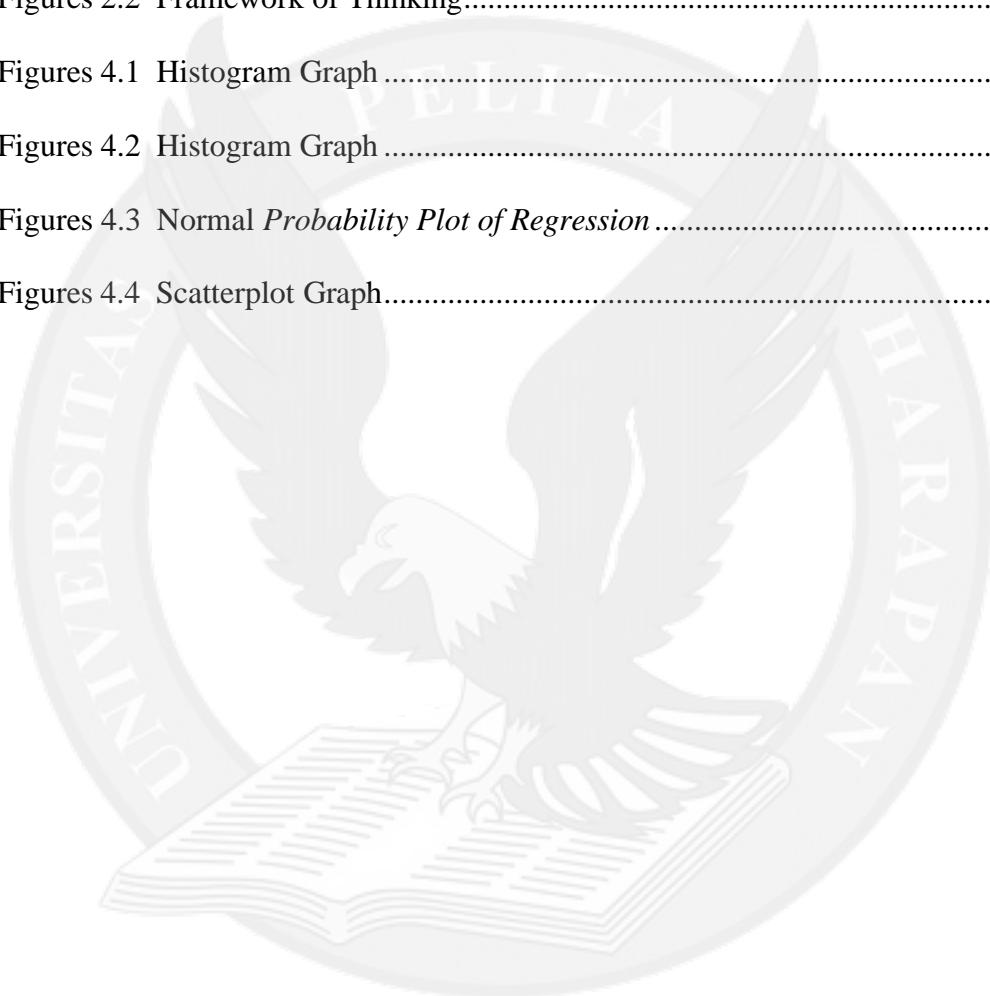
5.1	Conclusion	89
5.2	Recommendation.....	89

REFERENCES



LIST OF FIGURES

Figures 1.1 Pre Survey Observation (30 Respondents)	4
Figures 2.1 Research Model	44
Figures 2.2 Framework of Thinking.....	45
Figures 4.1 Histogram Graph	65
Figures 4.2 Histogram Graph	77
Figures 4.3 Normal <i>Probability Plot of Regression</i>	77
Figures 4.4 Scatterplot Graph.....	79



LIST OF TABLES

Table 1.1 Company Sales Data For Hatari Product Period 2019 - 2023.....	2
Table 2.1 Previous Research	37
Table 3.1 Operational Variable Definition	51
Table 4.1 Result of Brand Awareness Variable Validity Testing	69
Table 4.2 Result of Product Innovation Variable Validity Testing.....	70
Table 4.3 Result of Promotion Variable Validity Testing.....	71
Table 4.4 Result of Purchase Decision Variable Validity Testing	72
Table 4.5 Result of Variable Reliability Testing.....	73
Table 4.6 Respondent Identity Build upon Business Type	73
Table 4.7 Respondent Identity Build upon Purchase Nominal	74
Table 4.8 Respondent Identity Build upon Purchase Frequency	74
Table 4.8 Respondent Identity Build upon Company Information	75
Table 4.9 Mean, Median and Mode.....	75
Table 4.10 One-Sample Kolmogorov-Smirnov Test.....	78
Table 4.11 Glejser Test.....	79
Table 4.12 Multicollinearity Test.....	80
Table 4.12 Brand Awareness Linearity Test	80
Table 4.12 Product Innovation Linearity Test.....	81
Table 4.12 Promotion Linearity Test	81
Table 4.13 Autocorrelation Test.....	82
Table 4.13 Multiple Linear Regression Analysis	82

Table 4.14 Determination Coefficient Test	84
Table 4.15 Partial Hyphotesis t-Test	85
Table 4.16 Simultaneously Hyphotesis F-Test.....	86



LIST OF APPENDICES

APPENDIX A QUESTIONAIRE	A-1
APPENDIX B KUESIONER.....	B-1
APPENDIX C PRE TEST DATA TABULATION.....	C-1
APPENDIX D VALIDITY AND RELIABILITY TEST RESULT.....	D-1
APPENDIX E MAIN TEST DATA TABULATION	E-1
APPENDIX F MAIN TEST OUTPUT.....	F-1

