

TABLE OF CONTENT

	page
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	iv
ABSTRACT	v
<i>ABSTRAK</i>.....	vi
PREFACE	vii
TABLE OF CONTENT	ix
LIST OF FIGURE	xiii
LIST OF TABLE	xiv
LIST OF APPENDICES	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.....	10
1.5 Benefit of the Research	10
1.5.1 Theoretical Benefit	10
1.5.2 Practical Benefit.....	11
 CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT	13
2.1 Theoretical Background	13
2.1.1 Marketing	13
2.1.2 Brand Image	14
2.1.2.1 Definition of Brand Image	14
2.1.2.2 Brand Image Functions	15
2.1.2.3 Building Brand Image.....	15
2.1.2.4 Factors Influencing Brand Image.....	16

2.1.2.5	Indicator of Brand Image	17
2.1.3	Packaging.....	18
2.1.3.1	Definition of Packaging	18
2.1.3.2	Benefits of Packaging	18
2.1.3.3	Factors Affecting Packaging.....	21
2.1.3.4	Indicators of Packaging.....	23
2.1.4	Promotion.....	24
2.1.4.1	Definition of Promotion	24
2.1.4.2	How to Build Promotion.....	25
2.1.4.3	Important Aspects of Promotion.....	27
2.1.4.4	Indicators of Promotion	27
2.1.5	Purchase Decision	29
2.1.5.1	Definition of Purchase Decision	29
2.1.5.2	Purchase Decision Stages	30
2.1.5.3	Factors Influencing Purchase Decision.....	31
2.1.6	The Effect of Brand Image on Customer Purchase Decision	33
2.1.7	The Effect of Packaging on Customer Purchase Decision.....	33
2.1.8	The Effect of Promotion on Customer Purchase Decision	34
2.2	Previous Research	34
2.3	Hypothesis Development	36
2.3	Research Model.....	37
2.4	Framework of Thinking.....	38
CHAPTER III RESEARCH METHODOLOGY		38
3.1	Research Design	38
3.2	Population and Sample	39
3.2.1	Research Object	39
3.2.2	Population	40
3.2.3	Sample.....	40
3.3	Data Collection Method	42
3.4	Operational Definition and Variable Measurement	44

3.5	Data Analysis Method	46
3.5.1	Test of Research Instrument.....	46
3.5.1.1	Validity Test.....	47
3.5.1.2	Reliability Test.....	47
3.5.2	Descriptive Statistic	47
3.5.3	Classical Assumption Test	49
3.5.3.1	Normality Test	49
3.5.3.2	Multicollinearity Test.....	50
3.5.3.3	Heteroscedasticity Test	50
3.5.4	Multiple Linear Regression Analysis.....	51
3.5.5	Hypothesis Test.....	51
3.5.5.1	T-test (Partial Test)	52
3.5.5.2	F-test (Simultaneous Test)	52
3.5.5.3	Determination Test.....	52
CHAPTER IV RESEARCH RESULT AND DISCUSSION		54
4.1	General View of Research Object	54
4.2	Research Result	57
4.2.1	Test of Research Instrument	57
4.2.1.1	Validity test.....	57
4.2.1.2	Reliability test	60
4.2.2	Descriptive Statistics.....	61
4.2.3	Result of Data Quality Testing	76
4.2.4	Result of Hypothesis Testing	82
4.2.4.1	Partial Test (t Test)	82
4.2.4.2	Simultaneous Test	84
4.2.4.3	Determination Test	84
4.3	Discussion	85
CHAPTER V CONCLUSION		91
5.1	Conclusion.....	91

5.2 Recommendation.....	92
REFERENCES.....	95



LIST OF FIGURE

	page
Figure 1.1. Customer Review For Brand Image	4
Figure 1.2 Customer Complain For Packaging.....	6
Figure 1.3. Program Promotion at Affinois	7
Figure 2.1 Research Model	37
Figure 2.2 Framework of Thinking.....	38
Figure 4.1 Affinois Product.....	54
Figure 4.2 Organizational Structure at PT. Bunda Sari Legit (Affinois), Medan	55
Figure 4.3 Gender of Respondents.....	62
Figure 4.4 Age of Respondents.....	62
Figure 4.5 Age of Respondents.....	63
Figure 4.6 Number of Purchases.....	63
Figure 4.7 Histograms.....	77
Figure 4.8 Normal P-P Plots	77
Figure 4.9 Scatterplot.....	80

LIST OF TABLE

	page
Table 1.1 Sales Data of Affinois	3
Table 1.2 Data Phenomenon of Brand Image at Bunda Sari Legit Medan.....	5
Table 1.3 Data Phenomenon of Packaging at Bunda Sari Legit Medan.....	6
Table 1.4 Data Phenomenon of Promotion at Bunda Sari Legit Medan.....	8
Table 3.1 Operational Definition (Brand Image)	44
Table 3.2 Operational Definition (Packaging)	45
Table 3.3 Operational Definition (Promotion).....	45
Table 3.4 Operational Definition (Purchase Decision)	45
Table 3.5 Likert Scale	46
Table 4.1 Validity Test for Brand Image Variable (X_1).....	58
Table 4.2. Validity Test for Packaging Variable (X_2).....	58
Table 4.3. Validity Test for Promotion Variable (X_3)	59
Table 4.4. Validity Test for Purchase Decision Variable (Y).....	60
Table 4.5 Reliability Test for Brand Image Variable.....	60
Table 4.6 Reliability Test for Packaging Variable.....	61
Table 4.7 Reliability Test for Promotion Variable.....	61
Table 4.8 Reliability Test for Purchase Decision Variable.....	61
Table 4.9 Brand Image Variable (X_1)	64
Table 4.10 Brand Image Variable (X_1)	64
Table 4.11 Brand Image Variable (X_1)	64
Table 4.12 Brand Image Variable (X_1)	65
Table 4.13 Brand Image Variable (X_1)	65
Table 4.14 Brand Image Variable (X_1)	65
Table 4.15 Packaging Variable (X_2)	66
Table 4.16 Packaging Variable (X_2)	66
Table 4.17 Packaging Variable (X_2)	66
Table 4.18 Packaging Variable (X_2)	67
Table 4.19 Packaging Variable (X_2)	67

Table 4.20 Packaging Variable (X_2)	68
Table 4.21 Packaging Variable (X_2)	68
Table 4.22 Packaging Variable (X_2)	68
Table 4.23 Promotion Variable (X_3)	69
Table 4.24 Promotion Variable (X_3)	69
Table 4.25 Promotion Variable (X_3)	69
Table 4.26 Promotion Variable (X_3)	70
Table 4.27 Promotion Variable (X_3)	70
Table 4.28 Promotion Variable (X_3)	70
Table 4.29 Purchase Decision Variable (X_3)	71
Table 4.30 Purchase Decision Variable (X_3)	71
Table 4.31 Purchase Decision Variable (X_3)	72
Table 4.32 Purchase Decision Variable (X_3)	72
Table 4.33 Purchase Decision Variable (X_3)	72
Table 4.34 Purchase Decision Variable (X_3)	73
Table 4.35 Purchase Decision Variable (X_3)	73
Table 4.36 Purchase Decision Variable (X_3)	73
Table 4.37 The Interval for Variable.....	74
Table 4.38 Descriptive Statistics for Distribution, Perceived Value, Product Innovation, and Purchase Decision	74
Table 4.39 The Interval for Brand Image, Packaging , Promotion and Purchase Decision.....	75
Table 4.40 Descriptive Statistics.....	75
Table 4.41 Kolmogorov-Smirnov	78
Table 4.42 Multicollinearity Test.....	79
Table 4.43 Spearman Rho Test	80
Table 4.44 Multiple Linear Regression Analysis.....	81
Table 4.45 Partial Test	83
Table 4.46 Simultaneously Test.....	84
Table 4.47 Determination Test.....	85

LIST OF APPENDICES

	page
Appendix A Kuesioner.....	A-1
Appendix B. Tabulation of questionnaire answers (30 respondents)	B-1
Appendix C. SPSS (validity and reliability)	C-1
Appendix D. Tabulation of questionnaire answers (sample)	D-1
Appendix E. Spss (sample test).....	E-1
Appendix F. R, t an f table	F-1
Appendix G. Research documentation.....	G-1
Appendix H. Turnitin.....	I-1

