

## **TABLE OF CONTENT**

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

### **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.....	10
1.5 Benefit of The Research .....	11
1.5.1 Theoretical Benefit.....	11
1.5.2 Practical Benefit .....	11

### **CHAPTER II THEORITICAL BACKGROUND**

2.1 Theoretical Background.....	12
2.1.1 Marketing .....	13
2.1.2 Marketing Management Key Components .....	13
2.1.3 Marketing Management Role and Responsibilitis .....	14
2.1.4 Distribution .....	17
2.1.4.1 Distribution Advantages .....	18

2.1.4.2 Distribution Benefits .....	19
2.1.4.3 Distribution Indicator.....	20
2.1.5 Direct Selling .....	21
2.1.5.1 Characteristic and Advantages of Direct Selling .....	22
2.1.5.2 Benefits of Direct Selling.....	24
2.1.5.3 Direct Selling Indicator .....	25
2.1.6 Digital Marketing.....	26
2.1.6.1 Digital Marketing Benefits.....	27
2.1.6.2 Digital Marketing Key Factors.....	28
2.1.6.3 Digital Marketing Indicator.....	29
2.1.7 Purchase Decision .....	30
2.1.7.1 Purchase Decision Categorize.....	31
2.1.7.2 Purchase Decision Stages.....	32
2.1.7.3 Purchase Decision Indicator.....	34
2.2 Relation Between Variables.....	35
2.2.1 Distribution toward Purchase Decision.....	35
2.2.2 Direct Selling toward Purchase Decision.....	35
2.2.3 Digital Marketing toward Purchase Decision .....	36
2.2.4 Distribution, Direct Selling and Digital Marketing toward Purchase Decision .....	36
2.3 Previous Research.....	37
2.4 Hypothesis .....	39
2.5 Research Model .....	40
2.6 Framework of Thinking.....	41

### **CHAPTER III RESEARCH METHODOLOGY**

3.1 Research Design .....	40
3.2 Population and Sample .....	41
3.3 Data Collection Method.....	44
3.4 Operational Variable Definition and Variable Measurement .....	45
3.4.1 Operational Variable Definition.....	45
3.4.2 Variable Measurement .....	46
3.5 Data Analysis Method .....	47
3.5.1 Research Instrument Test...x.....	47

3.5.2	Descriptive Statistics.....	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
3.5.3.4	Linearity Test.....	51
3.5.3.5	Autocorrelation Test .....	51
3.5.4	Multiple Regression Linear .....	51
3.5.5	Hyphotesis Test.....	52

## **CHAPTER IV DATA ANALYSIS AND DISCUSSION**

4.1	General View of Research Object .....	54
4.1.1	Brief Overview .....	54
4.1.2	Vision and Mission .....	56
4.1.3	Organization Structure .....	57
4.2	Research Result .....	61
4.2.1	Test of Research Instrument .....	61
4.2.1.1	Validity Test .....	61
4.2.1.2	Reliability Test.....	65
4.2.2	Descriptive Statistic .....	65
4.2.3	Classic Assumption Test .....	69
4.2.3.1	Normality Test.....	69
4.2.3.2	Heteroscedasticity Test.....	71
4.2.3.3	Multicollinearity Test .....	72
4.2.3.4	Linearity Test.....	73
4.2.3.5	Autocorrelation Test .....	74
4.2.4	Multiple Linear Regression Analysis.....	74
4.2.5	Determination Coefficient.....	76
4.2.6	Hyphotesis Testing.....	77
4.2.6.1	Hyphotesis Test (Partial) .....	77
4.2.6.2	Hyphotesis Test (Simultaneous;y) .....	78
4.3	Discussion.....	78
4.3.1	Distribution toward Purchase Decision.....	78
4.3.2	Direct Selling toward Purchas <sub>x1</sub> e Decision.....	79

4.3.3	Digital Marketing toward Purchase Decision .....	79
4.3.4	Distribution, Direct Selling and Digital Marketing toward Purchase Decision .....	80

## **CHAPTER V CONCLUSION AND RECOMMENDATION**

5.1	Conclusion .....	81
5.2	Recommendation .....	81

## **REFERENCES**



## **LIST OF FIGURES**

Figures 1.1 Company Distribution Phenomenon, Year 2023 .....	5
Figures 1.2 Direct Selling Pre Survey.....	7
Figures 1.3 PT. Sumber Medika Alkes Tiktok and Instagram.....	8
Figures 2.1 Research Model.....	40
Figures 2.2 Framework of Thinking .....	41
Figures 4.1 Organization Structure .....	58
Figures 4.2 Histogram Graph .....	69
Figures 4.3 Normal <i>Probability Plot of Regression</i> .....	70
Figures 4.4 Scatterplot Graph .....	71

## LIST OF TABLES

Table 1.1 Company Direct Selling Phenomenon January 2024 – June 2024 .....	6
Table 2.1 Previous Research.....	37
Table 3.1 Operational Variable Definition.....	46
Table 4.1 Result of Distribution Variable Validity Testing.....	61
Table 4.2 Result of Direct Selling Variable Validity Testing.....	62
Table 4.3 Result of Digital Marketing Variable Validity Testing .....	63
Table 4.4 Result of Purchase Decision Variable Validity Testing.....	64
Table 4.5 Result of Variable Reliability Testing .....	65
Table 4.6 Respondent Identity Build upon Gender.....	66
Table 4.7 Respondent Identity Build upon Purchase Nominal.....	66
Table 4.8 Respondent Identity Build upon Purchase Frequency .....	67
Table 4.8 Respondent Identity Build upon Company Information.....	67
Table 4.9 Mean, Median and Mode .....	68
Table 4.10 One-Sample Kolmogorov-Smirnov Test .....	70
Table 4.11 Glejser Test .....	72
Table 4.12 Multicollinearity Test.....	72
Table 4.12 Distribution Linearity Test.....	73
Table 4.12 Direct Selling Linearity Test.....	73
Table 4.12 Digital Marketing Linearity Test .....	73
Table 4.13 Autocorrelation Test .....	74
Table 4.13 Multiple Linear Regression Analysis.....	75

Table 4.14 Determination Coefficient Test.....	76
Table 4.15 Partial Hyphotesis t-Test.....	77
Table 4.16 Simultaneously Hyphotesis F-Test .....	78



## **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

