

5. All UPH Medan Campus lecturers who have transferred knowledge from the first till the last semester during the entire study period at UPH Medan Campus.
6. All UPH Medan Campus administrative staff who have assisted in the writing of this final paper.
7. My beloved parents, brother, sister, and family that always support me until this time despite of any struggles that I had along my study.
8. My beloved friends especially classmates that have been supporting and cooperative in every course during my university year.
9. Everyone who has provided suggestions, critics, encouragement, and motivation in order to finish this final paper.

Finally, the writer acknowledges that there may still be inaccuracies and errors in this final paper. Therefore, constructive comments as well as inputs from the readers aimed at the improvement of this final paper content are welcomed and highly appreciated.

Medan, 01th November 2024
The Writer,



Angelica Estetica
03011210025

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	6
1.3 Problem Formulation.....	6
1.4 Objective of the Research.....	7
1.5 Benefit of The Research	7

CHAPTER II THEORITICAL BACKGROUND

2.1 Theoretical Background	9
2.1.1 Entrepreneurship	9
2.1.1.1 Definition of Entrepreneurship	9
2.1.1.2 Key Aspects of Entrepreneurship	10
2.1.1.3 Key Component of Entrepreneurship	11
2.1.2 Personal Selling	12
2.1.2.1 Definition of Personal Selling.....	12
ix	
2.1.2.3 Disadvantages and Weakness of Personal Selling	13
2.1.2.3 Opportunities and Benefits of Personal Selling	14

2.1.2.4	Personal Selling Purpose and Indicator.....	15
2.1.3	Trust	16
2.1.3.1	Definition of Trust.....	16
2.1.3.2	Implementation and Condition For Changing Trust	17
2.1.3.3	Consumer Trust Indicators	18
2.1.4	Relationship Marketing.....	18
2.1.4.1	Definition of Relationship Marketing	18
2.1.4.2	Relationship Marketing Element	19
2.1.4.3	Relationship Marketing Implementation.....	20
2.1.4.4	Relationship Marketing Consideration.....	21
2.1.4.5	Relationship Marketing Indicator	22
2.1.5	Brand Equity.....	23
2.1.5.1	Definition of Brand Equity	23
2.1.5.2	Types and Elements of Brand Equity.....	23
2.1.5.3	Brand Equity Indicator	25
2.1.6	Purchasing Decision.....	26
2.1.6.1	Definition of Purchase Decision	26
2.1.6.2	Factors and Consideration of Purchase Decision.....	27
2.1.6.3	Purchase Decision Indicator	29
2.2	Previous Research.....	29
2.3	Hypothesis	31
2.4	Research Model	32
2.5	Framework of Thinking.....	34

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design.....	35
3.2	Population and Sample	35
3.3	Data Collection Method	36
3.4	Operational Variable Definition and Variable Measurement	37
3.4.1	Operational Variable Definition	37
3.4.2	Variable Measurement	38
3.5	Data Analysis Methodx.....	39
3.5.1	Research Instrument Test	39
3.5.1.1	Validity Test	39

3.5.1.2 Reliability Test.....	39
3.5.2 Descriptive Statistics	40
3.5.3 Classical Assumption Test	41
3.5.3.1 Normality Test	42
3.5.3.2 Multicollinearity Test.....	42
3.5.3.3 Heteroscedasticity Test.....	43
3.5.3.4 Linearity Test.....	43
3.5.4 Multiple Regression Linear.....	44
3.5.5 Hyphotesis Testing.....	45
3.5.5.1 t-Test.....	45
3.5.5.2 F-Test	45
3.5.5.3 Coefficient of Determination Test	46

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1 General View of Research Object.....	47
4.1.1 Brief Overview	47
4.1.2 Vision and Mission	49
4.1.3 Organizational Structure.....	50
4.2 Research Result.....	53
4.2.1 Test of Research Instrument	53
4.2.1.1 Validity Test	53
4.2.1.2 Reliability Test.....	56
4.2.2 Descriptive Statistic	56
4.2.3 Classic Assumption Test	60
4.2.3.1 Normality Test	60
4.2.3.2 Heteroscedasticity Test.....	62
4.2.3.3 Multicollinearity Test.....	63
4.2.3.4 Linearity Test	64
4.2.4 Multiple Linear Regression Analysis.....	65
4.2.5 Determination Coefficient	67
4.2.6 Hyphotesis Testing.....	68
4.2.6.1 Hyphotesis Test (Partial).....	68
4.2.6.2 Hyphotesis Test (Simultaneous;y)	69
4.3 Discussion.....	70

4.3.1	The Effect of Personal Selling on Purchase Decision	70
4.3.2	The Effect of Trust on Purchase Decision.....	71
4.3.3	The Effect of Relationship Marketing on Purchase Decision.....	72
4.3.4	The Effect of Brand Equity on Purchase Decision.....	73
4.3.5	The Effect of Personal Selling, Trust, Relationship Marketing, and Brand Image on Purchase Decision.....	75

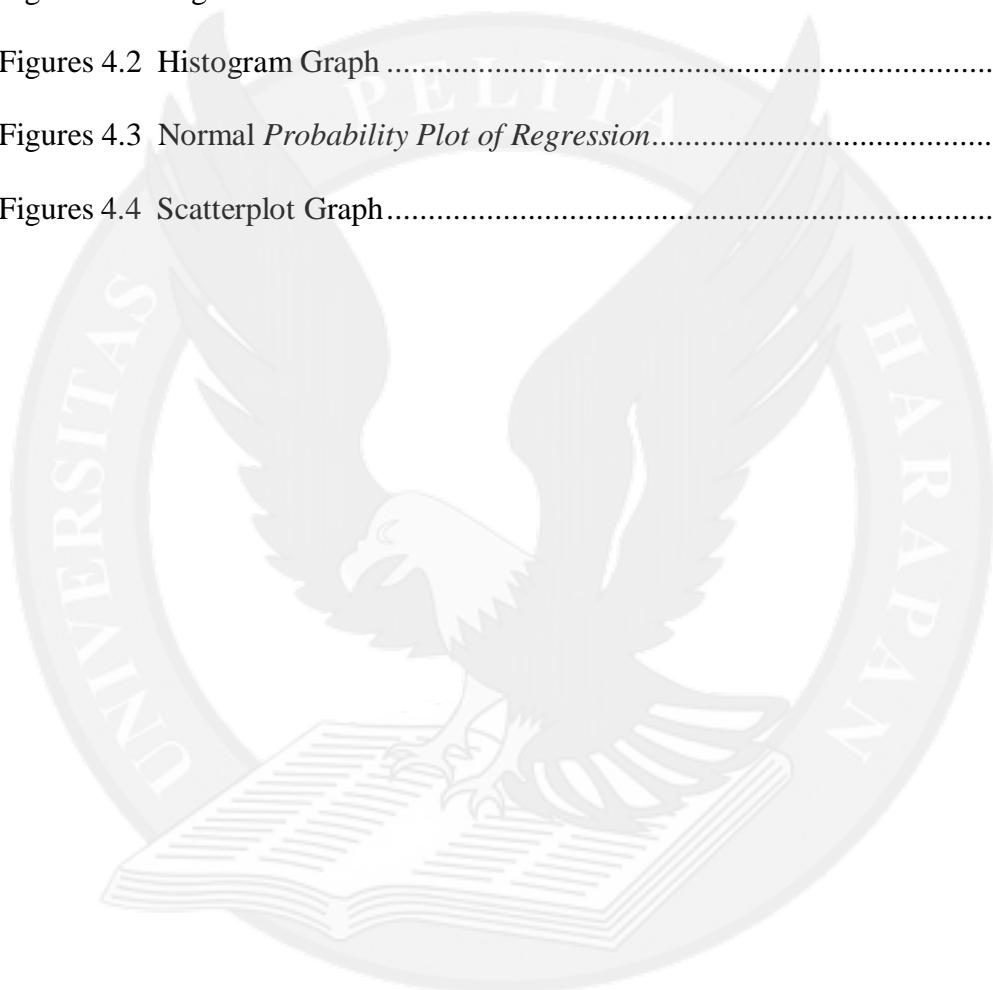
CHAPTER V CONCLUSION AND RECOMMENDATION

5.1	Conclusion	76
5.1.1	The Effect of Personal Selling on Purchase Decision	76
5.1.2	The Effect of Trust on Purchase Decision.....	77
5.1.3	The Effect of Relationship Marketing on Purchase Decision.....	78
5.1.4	The Effect of Brand Equity on Purchase Decision.....	79
5.1.5	The Effect of Personal Selling, Trust, Relationship Marketing, and Brand Image on Purchase Decision.....	80
5.2	Managerial Implication	81
5.3	Recommendation.....	85

REFERENCES

LIST OF FIGURES

Figures 2.1 Research Model	33
Figures 2.2 Framework of Thinking	34
Figures 4.1 Organizational Structure	50
Figures 4.2 Histogram Graph	60
Figures 4.3 Normal <i>Probability Plot of Regression</i>	61
Figures 4.4 Scatterplot Graph.....	62



LIST OF TABLES

Table 1.1 Company Sales Data Period 2021 – 2023.....	2
Table 3.1 Operational Variable Definition	38
Table 4.1 Result of Personal Selling Variable Validity Testing	53
Table 4.2 Result of Trust Variable Validity Testing.....	54
Table 4.3 Result of Relationship Marketing Variable Validity Testing.....	54
Table 4.4 Result of Brand Equity Variable Validity Testing	55
Table 4.5 Result of Purchase Decision Variable Validity Testing.....	55
Table 4.6 Result of Variable Reliability Testing	56
Table 4.7 Respondent Identity Build upon Gender	57
Table 4.8 Respondent Identity Build upon Age	57
Table 4.9 Respondent Identity Build upon Income Per Month.....	58
Table 4.10 Respondent Identity Build upon Company Information.....	58
Table 4.11 Mean, Median and Mode	59
Table 4.12One-Sample Kolmogorov-Smirnov Test	61
Table 4.13 Glejser Test	63
Table 4.14 Multicollinearity Test	63
Table 4.15 Personal Selling Linearity Test	64
Table 4.16 Trust Linearity Test	64
Table 4.17 Relationship Marketing Linearity Test.....	65
Table 4.18 Brand Equity Linearity Test.....	65
Table 4.19 Multiple Linear Regression Analysis	66