

## TABLE OF CONTENT

<b>TITLE.....</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>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK.....</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>LIST OF FIGURE.....</b>	<b>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>TABLE OF APPENDIXES .....</b>	<b>xvi</b>

<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
------------------------------------	----------

1.1 Background of the Study .....	1
1.2 Problem Limitation.....	13
1.3 Problem Formulation.....	13
1.4 Objectives of the research .....	14
1.5 Benefit of the Research .....	14
1.5.1 Theoretical benefit .....	14
1.5.2 Practical Benefit.....	15

<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS</b>
--

<b>DEVELOPMENT .....</b>	<b>16</b>
--------------------------	-----------

2.1 Theoretical Background .....	16
2.1.1 Marketing.....	16
2.1.1.1 Definition of Marketing .....	16
2.1.1.2 Marketing Communication .....	18
2.1.1.3 Contemporary Marketing.....	19
2.1.2 Sales Promotion .....	22

2.1.2.1 Definition of Sales Promotion .....	22
2.1.2.5 Types of Sales Promotion .....	24
2.1.3. Personal Selling .....	26
2.1.3.1 Definition of personal Selling.....	26
2.1.3.2 Types of Personal Selling.....	27
2.1.3.3 Process of Personal Selling.....	28
2.1.3.4 Indicators of Personal Selling .....	29
2.1.4. Word of Mouth .....	30
2.1.4.1 Definition of Word of Mouth .....	30
2.1.4.4 Indicators of Word of Mouth .....	32
2.1.5. Customer Purchase Decision .....	33
2.1.5.1 Definition of Customer Purchase Decision.....	33
2.1.5.2 Indicators of Customer Purchase Decision .....	34
2.2 Previous Research .....	36
2.3 Hypothesis Development.....	37
2.3.1. The influence of sales promotion on customer purchase decision .....	37
2.3.2. The Influence of Personal Selling on Customer Purchase Decision .....	37
2.3.3. The Influence of Word of Mouth on Customer Purchase Decision .....	38
2.3.4. The Relation Between Sales Promotion, Personal Selling, Word of Mouth, and Customer Purchase Decision .....	38
2.4 Research Model.....	39
2.5 Framework of Thinking.....	40
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>41</b>
3.1 Research Design .....	41
3.2 Population and Sample .....	42
3.2.1. Research Location and Time .....	42
3.2.2. Population .....	42

3.2.3.	Sample .....	42
3.3	Data Collection Method .....	46
3.4	Operational Variable Definition and Variable Measurement.....	47
3.4.1	Operational Variable Definition .....	47
3.5	Data Analysis Method .....	51
3.5.1	Test of Research Instrument .....	51
	3.5.1.1 Validity test .....	51
	3.5.1.2 Reliability test .....	52
3.5.2	Descriptive statistic.....	52
3.5.3	Classical assumption test .....	54
	3.5.3.1 Normality test.....	54
	3.5.3.2 Multicollinearity test.....	55
	3.5.3.3 Heteroscedasticity test .....	55
	3.5.3.4 Linearity Test .....	57
	3.5.3.5 Autocorrelation Test.....	57
3.5.4	Multiple Linear Regression Analysis .....	58
3.5.5	Hypothesis test.....	59
	3.5.5.1 Partial Hypothesis Test (T-Test).....	59
	3.5.5.2 Simultaneous Hypothesis Test (F-Test) .....	60
	3.5.5.3 Coefficient of Determination Test (Adjusted R <sup>2</sup> ).....	61

<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>63</b>	
4.1	General View of Research Object .....	63
4.1.1	Bried Overview of Organization.....	63
4.1.2	Vision and mission of PT Istana Deli Kejayaan .....	65
4.1.3	Organization Structure of PT Istana Deli Kejayaan .....	65
4.2	Research Result .....	70
4.2.1	Test of Research Instrument .....	70
	4.2.1 Validity Test .....	70
	4.2.2 Reliability Test .....	74
4.2.2	Descriptive Statistic .....	75

4.2.3	Classical Assumption Test.....	78
	4.2.3.1 Normality Test.....	78
	4.2.3.2 Heteroscedasticity Test .....	81
	4.2.3.3 Multicollinearity Test .....	83
	4.2.3.4 Linearity Test .....	85
	4.2.3.5 Autocorrelation Test.....	86
4.2.4	Multiple Linear Regression Analysis .....	87
4.2.5	Result of Hypothesis Testing.....	89
	4.2.5.1 Partial Hypothesis Testing (T-Test Analysis) .....	89
	4.2.5.2 Hypothesis F-Test (Simultaneously).....	92
	4.2.5.3 Coefficient of Determination (Adjusted R <sup>2</sup> ) .....	94
4.3	Discussion.....	96
	4.3.1 The influence of Sales Promotion toward Customer Purchase Decision .....	96
	4.3.2 The influence of Personal Selling toward Customer Purchase Decision .....	97
	4.3.3 The influence of Word of Mouth toward Customer Purchase Decision .....	98
	4.3.4 The influence of Sales Promotion, Personal Selling, and Word of Mouth toward Customer Purchase Decision .....	99
<b>CHAPTER V CONCLUSION .....</b>		<b>101</b>
5.1	Conclusion.....	101
5.2	Recommendation.....	103

## **LIST OF FIGURE**

Figure 1. 1 The whole sales car automotive performance in year 2018-2025.....	2
Figure 1. 2 The sales performance of PT Istana Deli Kejayaan in year 2020-2024	5
Figure 1. 3 Pre-Survey Variable Y Result .....	7
Figure 1. 4 The example of discount or promotion and loyalty programs.....	8
Figure 1. 5 The declining sales chart of PT Istana Deli Kejayaan Medan in year 2020-2024 .....	10
Figure 1. 6 The dissatisfaction of customer .....	11
Figure 2. 1 Research Model .....	39
Figure 2. 2 Framework of Thinking.....	40
Figure 4. 1 Organization Structure.....	66
Figure 4. 2 Normality Test – Histogram Graph .....	80
Figure 4. 3 Normality Test – Normal Probability Plot of Regression.....	80
Figure 4. 4 Normality Test – Normal Probability Plot of Regression.....	81

## LIST OF TABLES

Table 2. 1 Summary of Previous Research .....	36
Table 3. 1 Operational Variable Definition.....	48
Table 3. 2 Five-Level Likert Scale .....	51
Table 4. 1 Result of Sales Promotion Variable Validity Testing.....	71
Table 4. 2 Result of Personal Selling Variable Validity Testing.....	71
Table 4. 3 Result of Word-of-Mouth Variable Validity Testing.....	72
Table 4. 4 Result of Customer Purchase Decision Variable Validity Testing .....	73
Table 4. 5 Result of Variable Reliability Testing .....	74
Table 4. 6 Respondent Identity Build upon Gender.....	75
Table 4. 7 Respondent Identity Build upon Age .....	76
Table 4. 8 Mean, Median, and Mode.....	76
Table 4. 9 One-Sample Kolmogorov-Smirnov Test.....	79
Table 4. 10 Park Test.....	82
Table 4. 11 Multicollinearity Test.....	84
Table 4. 12 Sales Promotion Linearity Test .....	85
Table 4. 13 Personal Selling Linearity Test .....	85
Table 4. 14 Word of Mouth Linearity Test .....	86
Table 4. 15 Autocorrelation Test .....	86
Table 4. 16 Multiple Linear Regression Analysis.....	87
Table 4. 17 Partial Hypothesis Testing (T-Test Analysis) .....	91
Table 4. 18 Simultaneous Hypothesis Testing (F-Test Analysis) .....	94
Table 4. 19 Determination Coefficient (Adjusted R <sup>2</sup> ) .....	95

## **TABLE OF APPENDIXES**

APPENDIX A: THE INFLUENCE OF SALES PROMOTION, PERSONAL SELLING, AND WORD OF MOUTH TOWARD CUSTOMER PURCHASING DECISIONS AT PT ISTANA DELI KEJAYAAN .....	A-1
APPENDIX B: PENGARUH PROMOSI PENJUALAN, PENJUALAN PRIBADI, DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI PT ISTANA DELI KEJAYAAN .....	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: SPSS OUTPUT RESULT .....	F-1
APPENDIX G: T-DISTRIBUTION TABLE.....	G-1
APPENDIX H: F-DISTRIBUTION TABLE .....	H-1