



Febby Wiliam
03011210091

TABLE OF CONTENT

	page
COVER PAGE	
TITLE PAGE	
STATEMENT OF AUTHENTICITY AND APPROVAL OF FINAL ASSIGNMENT UPLOAD.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRACT.....	vi
<i>ABSTRAK</i>.....	vii
PREFACE.....	viii
LIST OF FIGURES.....	xiv
LIST OF TABLES.....	xv
LIST OF APPENDICES.....	xvii
CHAPTER I INTRODUCTION.....	1
1.1 Background of The Study.....	1
1.2 Problem Limitation.....	7
1.3 Problem Formulation.....	8
1.4 Objective of the Research.....	8
1.5 Benefit of The Research.....	9
1.5.1 Theoretical Benefit.....	9
1.5.2 Practical Benefit.....	9
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	11

2.1	Theoretical Background.....	11
2.1.1	Marketing.....	11
2.1.1.1	Definition of Marketing.....	11
2.1.1.2	Categories of Marketing.....	11
2.1.1.3	Process of Marketing.....	14
2.1.2	Promotion.....	15
2.1.2.1	Definition of Promotion.....	15
2.1.2.2	The Goal Of Promotion.....	16
2.1.2.3	Factors influencing Promotion.....	17
2.1.2.4	Indicator Of Promotion.....	18
2.1.3	Trust.....	19
2.1.3.1	Definition of Trust.....	19
2.1.3.2	Factors That Can Increase Trust.....	20
2.1.3.3	Indicators of Trust.....	21
2.1.4	Timeliness of Delivery.....	21
2.1.4.1	Definition of Timeliness of Delivery.....	21
2.1.4.2	Dimensions of Timeliness of Delivery.....	22
2.1.4.3	Indicators of Timeliness of Delivery.....	24
2.1.5	Purchasing Decision.....	25
2.1.5.1	Definition Of Purchasing Decision.....	25
2.1.5.2	Importance Of Purchasing Decision.....	26
2.1.5.3	Factors Affecting Purchasing Decision.....	26
2.1.5.4	Indicators Purchasing Decision.....	27
2.1.6	The Relationship of Promotion to Purchasing Decisions.....	29
2.1.7	The Relationship of Trust to Purchasing Decisions.....	29
2.1.8	The Relationship of Timeliness of Delivery to Purchasing Decisions	29
2.2	Previous Research.....	30
2.3	Hypothesis Development.....	31
2.4	Research Model.....	32
2.5	Framework of Thinking.....	33
CHAPTER III RESEARCH METHODOLOGY.....		34
3.1	Research Design.....	34

3.2.	Population and Sample.....	34
3.2.1	Research Object.....	34
3.2.2	Population.....	35
3.2.3	Sample.....	35
3.3	Data Collection Method.....	36
3.4	Operational Variable Definition and Variable Measurement.....	37
3.5	Data Analysis Method.....	40
3.5.1	Test of Research Instruments.....	40
3.5.2	Descriptive Statistic.....	42
3.5.3.	Classical Assumption Testing.....	44
3.5.4.	Multi Linear Regression Analysis.....	45
3.5.5.	Hypothesis Test.....	45
CHAPTER IV	RESEARCH RESULT AND DISCUSSION.....	48
4.1	General View Of PT Benua Samudera Kargo In North Sumatra, Indonesia.....	48
4.1.1	History of PT Benua Samudera Kargo In North Sumatra, Indonesia.....	48
4.1.2	Vision and Mission of PT Benua Samudera Kargo In North Sumatra, Indonesia.....	49
4.1.3	Organization Structure.....	49
4.2	Pre-Test Research Result.....	56
4.3	Research Result.....	58
4.3.1.	Characteristics of Respondents.....	58
4.3.2	Descriptive Statistic.....	60
4.4	Result of Data Quality Testing.....	65
4.5	Result of Hypothesis Testing.....	69
4.5.1	Multiple Linear Regression Analysis.....	69
4.5.2	t Test (Partial).....	70
4.5.3	F Test (Simultaneous).....	71
4.5.4	Coefficient of Determination Test.....	72
4.6	Discussion.....	72
4.6.1	Effect of Promotion on Purchase Decisions.....	72
4.6.2	Effect of Trust on Purchase Decisions.....	73
4.6.3	Effect of Timeliness Of Delivery on Purchase Decisions.....	73
CHAPTER V	CONCLUSION.....	74

5.1	Conclusion.....	74
5.2	Recommendation.....	75
REFERENCES.....		79



LIST OF FIGURES

	page
Figure 2.1 Research Model.....	32
Figure 2.2 Framework of Thinking.....	33
Figure 4.1 Organizational Structure.....	50
Figure 4.2 Histogram Graph.....	66
Figure 4.3 Normality Probability Plot Graph.....	66
Figure 4.4 Scatterplot Graph.....	68

LIST OF TABLES

	page
Table 1.1 Data On Shipping Companies In North Sumatra.....	3
Table 1.2 Data on Revenue and Number of Customers of PT Benua Samudera Kargo in North Sumatra, Indonesia from 2020-2024.....	4
Table 1.3 Pre-Survey Data from Promotional Questionnaires.....	5
Table 1.4 Pre-Survey Data from Trust Questionnaires.....	5
Table 1.5 Pre-Survey Data from Timeliness Of Delivery Questionnaires.....	6
Table 2.1 Previous Research.....	30
Table 3.1 Definition of Operational Variable (X1).....	38
Table 3.2 Definition of Operational Variable (X2).....	38
Table 3.3 Definition of Operational Variable (X3).....	39
Table 3.4 Definition of Operational Variable (Y).....	39
Table 3.5 Validity Criteria for Test Instruments.....	41
Table 3.6 Reliability Criteria for Test Instruments.....	42
Table 3.7 Interpretation of Correlation Coefficient.....	47
Table 4.1 Validity Test Result on Promotion.....	56
Table 4.2 Validity Test Result on Trust.....	56
Table 4.3 Validity Test Result on Timeliness of Delivery.....	57
Table 4.4 Validity Test Result on Purchase Decision.....	57
Table 4.5 Reliability Test Result.....	58
Table 4.6 Characteristics of Respondents by Long Time Being a Consumer...	58
Table 4.7 Characteristics of Respondents by Payment System.....	59
Table 4.8 Characteristics of Respondents by Income Per Month.....	59

Table 4.9	The Interval Class Promotion.....	60
Table 4.10	The Interval Class Trust And Timeliness Of Delivery.....	61
Table 4.11	The Interval Class Purchase Decisions.....	61
Table 4.12	Mean, Median and Mode Calculation.....	61
Table 4.13	The Interval Class Based On Questionnaire.....	63
Table 4.14	Calculation of Mean Based on Questionnaire for Promotion Variable	63
Table 4.15	Calculation of Mean Based on Questionnaire for Trust Variable.....	63
Table 4.16	Calculation of Mean Based on Questionnaire for Timeliness of Delivery Variable.....	64
Table 4.17	Calculation of Mean Based on Questionnaire for Purchase Decision Variable.....	64
Table 4.18	One-Sample Kolmogorov-Smirnov Test.....	65
Table 4.19	Multicollinearity Test.....	67
Table 4.20	Glejser Test.....	68
Table 4.21	Multiple Linear Regression Result.....	69
Table 4.22	t Test (Partial).....	70
Table 4.23	F Test (Simultaneous).....	71
Table 4.24	Coefficient Determination Test Result.....	72

LIST OF APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE.....	A-1
APPENDIX B: PRETEST DATA.....	B-1
APPENDIX C: MAIN RESPONDENT OF PROMOTION VARIABLE	C-1
APPENDIX D: MAIN RESPONDENT OF TRUST VARIABLE	D-1
APPENDIX E: MAIN RESPONDENT OF TIMELINESS OF DELIVERY VARIABLE	E-1
APPENDIX F: MAIN RESPONDENT OF PURCHASING DECISIONS VARIABLE	F-1
APPENDIX G: SPSS OUTPUT RESULT.....	G-1
APPENDIX H: STATISTICAL TABLE	H-1
APPENDIX I: TURNITIN REPORT	I-1