

TABLE OF CONTENTS

ABSTRACT	5
ABSTRAK.....	5
PREFACE	6
TABLE OF CONTENTS.....	8
LIST OF APPENDICES	15
CHAPTER I INTRODUCTION	16
1.1 Background of Study	16
1.2 Problem Limitation	12
1.3 Problem Formulation.....	12
1.4 Objective of the Research.....	13
1.5 Benefit of the Research	13
1.5.1 Theoretical Benefit	14
1.5.2 Practical Benefit	14
CHAPTER II	16
2.1.1.2 Marketing Mix	16
2.1.2 Product Quality	19
2.1.2.2 Indicator of Product Quality.....	20
2.1.2.3 Factor that Influence Product Quality.....	21
2.1.2.4 Measurement of Product Quality	22
2.1.2.5 The Role of Product Quality in Purchase Decision.....	23
2.1.3 Brand Image	24
2.1.3.2 Indicator of Brand Image.....	25
2.1.3.3 Factors that Influence Brand Image	26
2.1.3.4 Benefit of Brand Image.....	28
2.1.3.5 The Role of Brand image in Purchase Decision	29
2.1.4 Promotion.....	31
2.1.4.2 Indicator of Promotion	32
2.1.4.3 The Benefits of Promotion.....	33

2.1.4.4 Types of Promotion.....	34
2.1.4.5 The Role of Promotion in Purchase Decision	37
2.1.5 Purchase Decision.....	38
2.1.5.2 The Indicator of Purchase Decision	40
2.1.5.3 Decision Making Process in Purchases	40
2.1.5.4 Factors Affecting Purchase Decision.....	43
2.1.5.5 Post-Purchase Behaviour and Its Influence on Future Decisions	44
2.2 Previous Research	45
2.3 Hypothesis Development	47
2.4 Research Model.....	47
2.5 Framework of Thinking	48
CHAPTER III RESEARCH METHODOLOGY	49
3.1 Research Design	49
3.2 Population and Sample.....	50
3.2.2 Sample	51
3.2.2.2 Non-Probability Sampling.....	52
3.3 Data Collection Method.....	54
3.4 Operational Definition and Variable Measurement	55
3.5 Data Analysis Method.....	59
3.5.2 Instrument Testing.....	60
3.5.2.2 Reliability Test	61
3.5.3 Descriptive Statistic.....	62
3.5.4 Classical Assumptions Test	63
3.5.4.2 Multicollinearity Test	64
3.5.4.3 Heteroscedasticity Test.....	65
3.5.4.4 Linearity Test	65
3.5.4.5 Autocorrelation Test.....	66
3.5.5 Multiple Linear Regression	66
3.5.6 Hypothesis Testing	67
3.5.6.2 Simultaneous Hypothesis Test (F-Test).....	68

LIST OF FIGURE

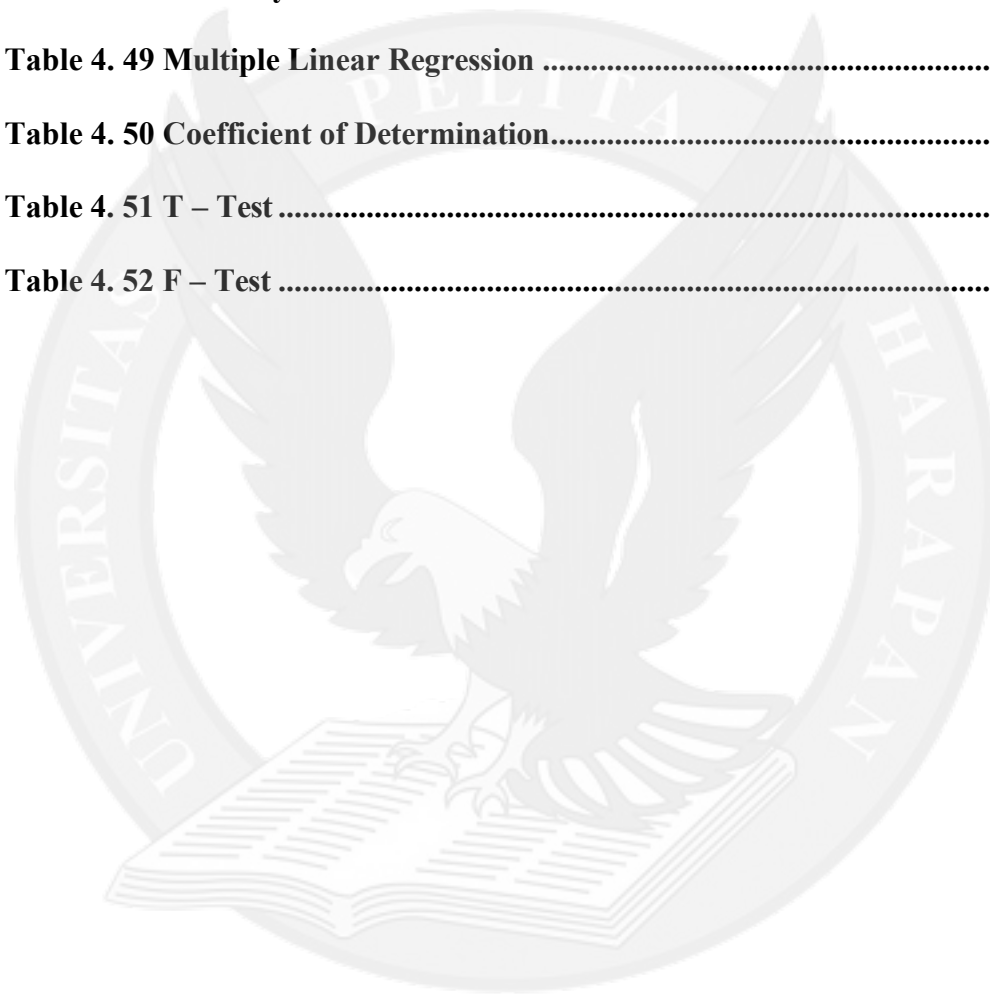
Figure 1. 2 Review of the Product Quality	7
Figure 1. 4 Review of the Brand Image.....	9
Figure 2. 1 Research Model	47
Figure 2. 2 Framework of Thinking.....	48
Figure 4. 1 Organizational Structure of PT Capella Dinamik Nusantara	71
Figure 4. 2 Gender	77
Figure 4. 3 Age	77
Figure 4. 4 Usage Purpose.....	78
Figure 4. 5 Usage Frequency.....	79
Figure 4. 6 Histogram.....	108
Figure 4. 7 Normal P – Plot.....	108

LIST OF TABLE

Table 2. 1 Previous Research.....	45
Table 3. 1 Operational Variable	55
Table 4. 1 Validity Test of Product Quality (X1)	72
Table 4. 2 Validity Test of Brand Image (X2)	73
Table 4. 3 Validity Test of Promotion(X3).....	74
Table 4. 4 Validity Test of Purchasing Decision (Y)	75
Table 4. 5 Reliability Test Result.....	76
Table 4. 6 Interval Scale.....	80
Table 4. 7 Interval Scale of Product Quality and Promotion.....	80
Table 4. 8 Descriptive Statistic of Product Quality (X1)	80
Table 4. 9 Interval Scale of Brand Image	81
Table 4. 10 Descriptive Statistic of Brand Image (X2)	82
Table 4. 11 Descriptive Statistic of Promotion (X3).....	83
Table 4. 12 Interval Scale of Purchasing Decision	84
Table 4. 13 Descriptive Statistic of Purchasing Decision (Y).....	84
Table 4. 14 Respondent of Questioner 1 Variable Product Quality (X1).....	85
Table 4. 15 Respondent of Questioner 2 Variable Product Quality (X1).....	86
Table 4. 16 Respondent of Questioner 3 Variable Product Quality (X1).....	86
Table 4. 17 Respondent of Questioner 4 Variable Product Quality (X1).....	87
Table 4. 18 Respondent of Questioner 5 Variable Product Quality (X1).....	88
Table 4. 19 Respondent of Questioner 6 Variable Product Quality (X1).....	89
Table 4. 20 Respondent of Questioner 7 Variable Product Quality (X1).....	89

Table 4. 21 Respondent of Questioner 8 Variable Product Quality (X1).....	90
Table 4. 22 Respondent of Questioner 1 Variable Brand Image (X2).....	91
Table 4. 23 Respondent of Questioner 2 Variable Brand Image (X2).....	92
Table 4. 24 Respondent of Questioner 3 Variable Brand Image (X2).....	92
Table 4. 25 Respondent of Questioner 4 Variable Brand Image (X2).....	93
Table 4. 26 Respondent of Questioner 5 Variable Brand Image (X2).....	94
Table 4. 27 Respondent of Questioner 6 Variable Brand Image (X2).....	95
Table 4. 28 Respondent of Questioner 7 Variable Brand Image (X2).....	95
Table 4. 29 Respondent of Questioner 1 Variable Promotion(X3)	96
Table 4. 30 Respondent of Questioner 2 Variable Promotion(X3)	97
Table 4. 31 Respondent of Questioner 3 Variable Promotion(X3)	98
Table 4. 32 Respondent of Questioner 4 Variable Promotion(X3)	99
Table 4. 33 Respondent of Questioner 5 Variable Promotion(X3)	99
Table 4. 34 Respondent of Questioner 6 Variable Promotion(X3)	100
Table 4. 35 Respondent of Questioner 7 Variable Promotion(X3)	101
Table 4. 36 Respondent of Questioner 8 Variable Promotion(X3)	102
Table 4. 37 Respondent of Questioner 1 Variable Purchase Decision (Y)	102
Table 4. 38 Respondent of Questioner 2 Variable Purchase Decision (Y)	103
Table 4. 39 Respondent of Questioner 3 Variable Purchase Decision (Y)	104
Table 4. 40 Respondent of Questioner 4 Variable Purchase Decision (Y)	105
Table 4. 41 Respondent of Questioner 5 Variable Purchase Decision (Y)	105
Table 4. 42 Respondent of Questioner 6 Variable Purchase Decision (Y)	106
Table 4. 43 One – Sample Kolmogorov Smirnov Test	109

Table 4. 44 Glejser Test.....	110
Table 4. 45 Multicollinearity Test	111
Table 4. 46 Linearity Test for Product Quality.....	112
Table 4. 47 Linearity Test for Brand Image.....	112
Table 4. 48 Linearity Test for Promotion	113
Table 4. 49 Multiple Linear Regression	113
Table 4. 50 Coefficient of Determination.....	114
Table 4. 51 T – Test	115
Table 4. 52 F – Test	116



LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE.....	125
APPENDIX B: DATA TABULATION (PRE TEST).....	130
APPENDIX C: DATA TABULATION (MAIN DATA)	135
APPENDIX D: RESEARCH INSTRUMENT TEST	154
APPENDIX E: DESCRIPTIVE STATISTIC	162
APPENDIX F: CLASSICAL ASSUMPTION TEST	172
APPENDIX G: MULTIPLE LINEAR REGRESSION	175
APPENDIX H: COEFFICIENT OF DETERMINATION	176
APPENDIX I: HYPOTHESIS TESTING	177

