

TABLE OF CONTENTS

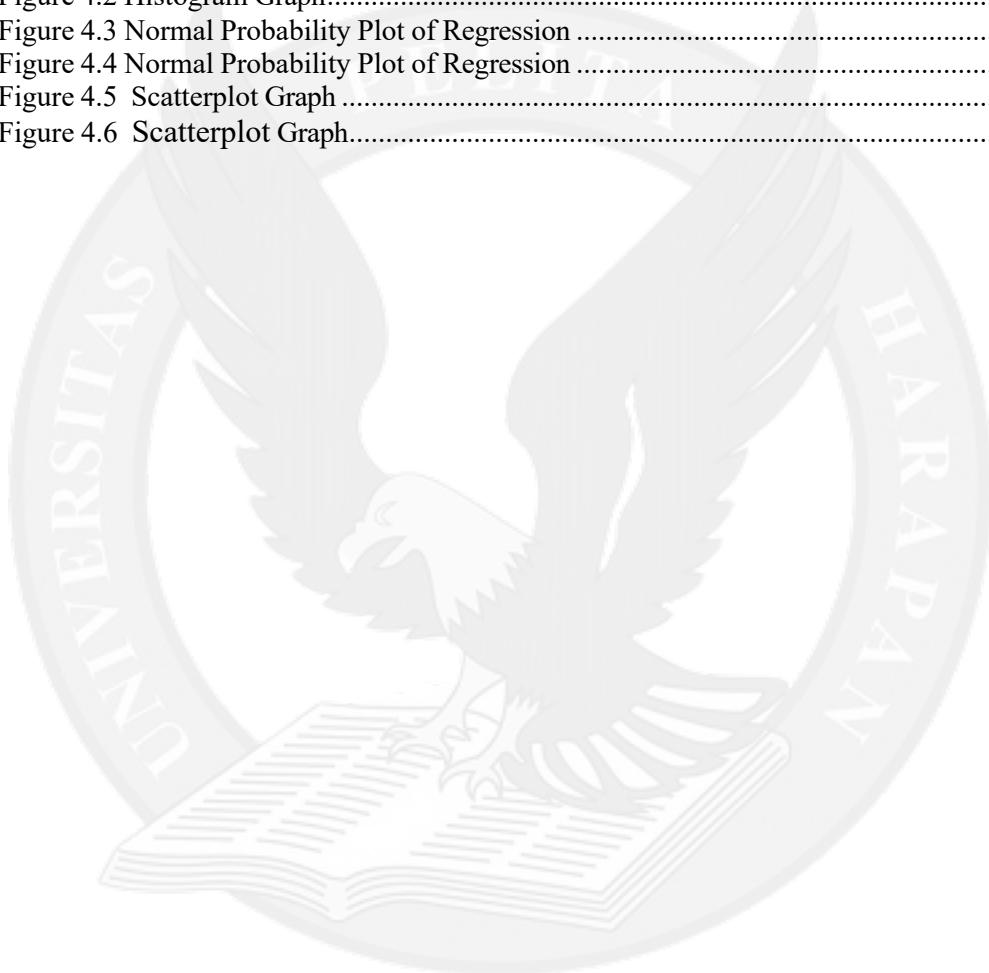
SKRIPSI.....	i
TITLE PAGE.....	ii
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER COMMITTEE Error! Bookmark not defined.	
ABSTRACT	vii
ABSTRAK.....	viii
PREFACE	ix
TABLE OF CONTENTS.....	xi
LIST OF FIGURES.....	xiv
LIST OF TABLES.....	xv
LIST OF APPENDIX.....	xvi
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Limitation	5
1.3 Problem Formulation	7
1.4 Objective of the Research	8
1.5 Benefit of the Research.....	9
1.5.1 Theoretical Benefit	8
1.5.2 Practical Benefit	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	10
2.1 Theoretical Background.....	10
2.1.1 Brand Trust.....	10
2.1.2 Perceived Quality	13
2.1.3 Brand Durability.....	13
2.1.4 Consumer Satisfaction.....	14

2.1.5 Customer Loyalty	14
2.1.6 Influence of Brand Trust towards Consumer Satisfaction	21
2.1.7 Influence of Perceived Quality towards Consumer Satisfaction....	21
2.1.8 Influence of Brand Durability towards Consumer Satisfaction	22
2.1.9 Influence of Brand Trust towards Customer Loyalty	22
2.1.10 Influence of Perceived Quality towards Customer Loyalty.....	23
2.1.11 nfluence of Brand Durability towards Customer Loyalty	23
2.1.12 Influence of Consumer Satisfaction towards Customer Loyalty ..	24
2.1.13 Consumer Satisfaction mediates the influence of Brand Trust towards Customer Loyalty	24
2.1.14 Consumer Satisfaction mediates the influence of Perceived Quality towards Customer Loyalty	24
2.1.15 Consumer Satisfaction mediates the influence of Brand Durability towards Customer Loyalty	24
2.2 Previous Research	25
2.3 Hypothesis Development	28
2.4 Research Model	30
2.5 Framework of Thinking	31
CHAPTER III RESEARCH METHODOLOGY	32
3.1 Research Design.....	32
3.2 Population and Sample	33
3.3 Data Collection Method.....	37
3.4 Operational Variable and Variable Measurement	37
3.4.1 Operational Variable	37
3.4.2 Variable Measurement.....	40
3.5 Data Analysis Method.....	41
3.5.1 Research Instrument Test	41
3.5.2 Descriptive Statistics	42
3.5.3 Classical Assumption Test.....	43
3.5.4 Multiple Linear Regression Analysis	46
3.5.5 Hypothesis Test	46
CHAPTER IV RESEARCH RESULTS AND DISCUSSION.....	49
4.1 General Overview of “Research Object”	49

4.1.1	Company Overview.....	49
4.2	Research Results	51
4.2.1	Test of Research Instrument	51
4.2.2	Descriptive Statistic.....	55
4.2.3	Classical Assumption Test.....	58
4.2.4	Multiple Linear Regression Analysis	65
4.2.5	Hypothesis Testing	69
4.3	Discussion.....	76
CHAPTER V CONCLUSION.....		81
5.1	Conclusion	81
5.2	Recommendation	85
REFERENCES		81

LIST OF FIGURES

Figure 1.1 Jumlah Penduduk Sumatera Utara Berdasarkan Kabupaten/Kota.....	4
Figure 1.2 Number of Mobile Internet users in Indonesia 2020-2029.....	5
Figure 2.1 Research Model	30
Figure 2.2 Framework of Thinking	31
Figure 4.1 Histogram Graph.....	58
Figure 4.2 Histogram Graph.....	59
Figure 4.3 Normal Probability Plot of Regression	59
Figure 4.4 Normal Probability Plot of Regression	60
Figure 4.5 Scatterplot Graph	62
Figure 4.6 Scatterplot Graph.....	62



LIST OF TABLES

Table 2.1 Summary of Previous Research	30
Table 3.1 Operational Definition	43
Table 4.1 Result of Perceived Quality Variable Validity Testing.....	63
Table 4.2 Result of Brand Trust Variable Validity Testing	63
Table 4.3 Result of Brand Durability Variable Validity Testing	64
Table 4.4 Result of Customer Satisfaction Variable Validity Testing	64
Table 4.5 Result of Customer Loyalty Variable Validity Testing	65
Table 4.6 Result of Variable Reliability Testing	66
Table 4.7 Respondent Identity Build upon Gender	67
Table 4.8 Respondent Identity Build upon Purchase Usage.....	67
Table 4.9 Respondent Identity Build upon iPhone Information.....	67
Table 4.10 Respondent Identity Build upon Purchase Frequency	68
Table 4.11 Mean, Median and Mode	68
Table 4.12 One-Sample Kolmogorov-Smirnov Test	72
Table 4.13 One-Sample Kolmogorov-Smirnov Test	72
Table 4.14 Glejser Test	74
Table 4.15 Glejser Test	75
Table 4.16 Multicollinearity Test.....	75
Table 4.17 Multicollinearity Test.....	76
Table 4.18 Multiple Linear Regression Analysis.....	77
Table 4.19 Multiple Linear Regression Analysis.....	78
Table 4.20 Determination Coefficient Test.....	80
Table 4.21 Determination Coefficient Test.....	80
Table 4.22 Partial Hypothesis t-Test.....	81
Table 4.23 Partial Hypothesis t-Test.....	82
Table 4.24 Simultaneously Hypothesis F-Test	83
Table 4.25 Simultaneously Hypothesis F-Test	84

LIST OF APPENDIX

APPENDIX A: RESPONDENT IDENTITY.....	A-1
APPENDIX B: PRE TEST DATA TABULATION	B-1
APPENDIX C: VALIDITY AND RELIABILITY TEST RESULT	C-1
APPENDIX D: MAIN TEST DATA TABULATION	D-1

