

TABLE OF CONTENT

APPROVAL PAGE	ii
AUTHENTICATION PAGE	iii
PREFACE.....	iv
ABSTRAK	v
ABSTRACT	vi
TABLE OF TABLE	x
TABLE OF FIGURE	xi
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 General Overview of Research Object.....	1
1.2 Research Background.....	2
1.3 Problem Statement.....	5
1.4 Research Objectives	7
1.5 Research Aims.....	7
1.5.1 Academic Uses.....	7
1.5.2 Practical Uses.....	8
1.5.3 General Uses	8
1.6 Systematic of Writing.....	8
CHAPTER II	10
LITERATURE REVIEW.....	10
2.1 Literature Review of the Research	10
2.1.1 Marketing	10
2.1.2 Marketing Mix.....	10
2.1.3 Product	12

2.1.4	Brand	14
2.1.5	Brand Image	14
2.1.6	Price.....	16
2.1.7	Consumer Behavior.....	18
2.1.8	Purchase Decision	22
2.1.9	Previous Research	23
2.2	Theoretical Framework	28
2.3	Research Hypothesis	31
CHAPTER III.....		32
RESEARCH METHODOLOGY		32
3.1	Research Characteristics.....	32
3.2	Variable Operationalization.....	33
3.3	Research Stages	38
3.4	Population and Sample	39
3.4.1	Population	39
3.4.2	Sample.....	39
3.4.3	Sampling Technique.....	40
3.5	Data Collection and Resource	41
3.6	Validity and Reliability Test.....	42
3.6.1	Validity Test.....	42
3.6.2	Reliability Test	43
3.7	Data Analysis Techniques	44
3.7.1	Descriptive Analysis	44
3.7.2	Classic Assumption Test.....	45
3.7.3	Multiple Regression Analysis	47

3.8 Hypotesis Testing	47
3.8.1 F Test.....	47
3.8.2 T Test	48
3.9 Determinant Coefficient (R^2)	49
CHAPTER IV	50
RESEARCH RESULTS AND DISCUSSION	50
4.1 Characteristics of Respondents, Data and Descriptive Data	50
4.1.1 Descriptive Analysis	50
4.1.2 Section 1: Screening Question Descriptive Analysis	50
4.1.3 Section 2: Respondent Data Descriptive Analysis	53
4.1.4 Variable Descriptive Analysis.....	57
4.2 Research Result	79
4.2.1 Classic Assumption Test	79
4.2.2 Multiple Linear Regression Analysis.....	84
4.2.3 Hypothesis Test.....	86
4.2.4 Determinant Coefficient (R^2).....	88
4.3 Research Result Discussion.....	89
CHAPTER V	97
CONCLUSION AND SUGGESTION.....	97
5.1 Conclusion.....	97
5.2 Suggestion	97
REFERENCES	xiii
ATTACHMENT.....	xvi