

## TABLE OF CONTENT

APPROVAL PAGE .....	ii
STATEMENT PAGE.....	iii
PREFACE .....	iv
ABSTRACT .....	v
TABLE OF CONTENT .....	vi
LIST OF FIGURES.....	x
LIST OF TABLE .....	xi
CHAPTER 1 INTRODUCTION.....	1
1.1 Research Object Overview .....	1
1.1.1 Company Profile.....	1
1.1.2 Vision Janji Jiwa.....	2
1.1.3 Award and Achievement .....	2
1.2 Research Background.....	3
1.3 Problem Statement.....	12
1.4 Research Objective .....	13
1.5 Research Benefit.....	13
1.5.1 Theoretical Aspects .....	13
1.5.2 Practical Aspects .....	13
1.6 Writing Structure .....	14
CHAPTER 2 LITERATURE REVIEW.....	16
2.1 Theoretical foundations .....	16
2.1.1 Marketing .....	16
2.1.2 Marketing Management.....	17

2.1.3	Consumer Behaviour .....	17
2.1.4	Brand Image .....	18
2.1.5	Price .....	19
2.1.6	Price Dimension .....	19
2.1.7	Trust.....	20
2.1.8	Purchase Decision .....	20
2.1.9	Purchase Decision Indicator .....	21
2.2	Previous research.....	21
2.3	Reseach Framework .....	29
2.4	Research hypothesis .....	30
CHAPTER 3 RESEARCH METHODOLOGY .....		32
3.1	Type of Research.....	32
3.2	Operational Variables and Measurement Scales .....	32
3.2.1	Operational Variables .....	32
3.2.2	Measurement Scales .....	36
3.3	research stages atau stages of research .....	37
3.4	Population And Samples .....	37
3.4.1	Population.....	37
3.4.2	Samples.....	37
3.5	Data Collection Techniques .....	38
3.6	Validity and Reliability Test .....	39
3.6.1	Validity Test .....	39
3.6.2	Reliability Test .....	41
3.7	Technical Analysis .....	42

3.7.1	Descriptive Statistics .....	42
3.7.2	Classic Assumption Test .....	42
3.7.3	Hypothesis Test .....	43
3.7.4	Multiple Linear Regression Analysis .....	44
3.7.5	Coefficient of Determination.....	44
CHAPTER 4 RESULT AND DISCUSSION.....		46
4.1	Respondent Characteristic .....	46
4.1.1	Characteristics of respondents based on screening questions .....	46
4.1.2	Characteristics of respondents by gender .....	47
4.1.3	Characteristics of respondents by age .....	48
4.1.4	Characteristics of respondents based on income .....	49
4.1.5	Characteristics of respondents by occupation .....	50
4.1.6	Characteristics of respondents based on domicile.....	52
4.2	Descriptive Analysis.....	53
4.2.1	Respondents' responses to the brand image variable.....	53
4.2.2	Respondents' responses to the variable price .....	54
4.2.3	Respondents' responses to the variable trust .....	56
4.2.4	Respondents' responses to the variable purchase decision .....	57
4.3	Multiple Linear Regression Analysis .....	59
4.3.1	Classic Assumption Test .....	59
4.3.2	Multiple Linear Regression Analysis .....	62
4.3.3	Hypothesis Test .....	63
4.3.4	Coofficient of Determination.....	65
4.4	Discussion.....	66

CHAPTER 5 CONCLUSION AND SUGGESTION .....	69
5.1 Conclusion.....	69
5.2 Recommendation.....	<b>Error! Bookmark not defined.</b>
5.2.1 Practical Recommendation.....	70
5.2.2 Further Research Recommendation.....	70
BIBLIOGRAPHY .....	71
<b>APPENDIX QUESTIONNAIRE .....</b>	<b>75</b>
APPENDIX DATA PROCESSING OUTPUT.....	79
APPENDIX TABULATION .....	81