

## TABLE OF CONTENTS

<b>APPROVAL PAGE .....</b>	<b>i</b>
<b>FOREWORD.....</b>	<b>ii</b>
<b>ABSTRAK.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>TABLE OF CONTENTS.....</b>	<b>vii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>LIST OF ATTACHMENTS.....</b>	<b>xii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1    Background of the Researcher.....	1
1.2    Problem Identification .....	7
1.3    Research Objectives .....	7
1.4    Research Uses.....	7
1.5    Research Time and Period.....	8
1.6    Research Writing Systematics .....	9
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>11</b>
2.1    Theory Review .....	11
2.1.1    Communication .....	11
2.1.2    Marketing Communication.....	13
2.1.3    Promotion Mix .....	13
2.1.4    Consumer Perception .....	14
2.2    Previous Research.....	18
2.3    Research Framework .....	28
2.4    Research Hypothesis .....	29
2.5    Scope of Research .....	30
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>31</b>
3.1    Research Methodology .....	31
3.2    Variable Operationalization and Measurement Scale .....	31
3.2.1    Variable Operationalization.....	31

3.2.2	Measurement Scale.....	35
3.3	Population and Sample .....	36
3.3.1	Population.....	36
3.3.2	Sample .....	36
3.4	Data Collection Technique .....	37
3.4.1	Primary Data.....	37
3.4.2	Secondary Data.....	38
3.5	Validity & Reability Test .....	38
3.5.1	Validity Test.....	38
3.5.2	Reliability Test .....	40
3.6	Data Analysis Technique.....	42
3.6.1	Descriptive Analysis.....	42
3.6.2	Successive Interval Method (MSI).....	44
3.6.3	Classical Assumption Test .....	44
3.6.3.1	Normality Test .....	44
3.6.3.2	Heteroscedasticity Test .....	44
3.6.3.3	Correlation Coefficient .....	45
3.6.3.4	Determination Coefficient .....	46
3.6.3.5	Simple Linear Regression Analysis.....	46
3.6.3.6	Hypothesis Testing Design (T-Test) .....	47
<b>CHAPTER IV RESULT AND DISCUSSION.....</b>		<b>49</b>
4.1	Characteristic Respondent .....	49
4.1.1	Respondent Characteristic based on the Screening Question .....	50
4.1.2	Characteristic of Respondents Based on Gender.....	51
4.1.3	Characteristic of Respondents Based on the Age Category .....	52
4.2	Research Result .....	53
4.2.1	Descriptive Analysis Results Variable Electric Word of Mouth (X)	53
4.2.2	Descriptive Analysis Result Variable Consumer Perception (Y) .....	59
4.2.3	Method of Successive Interval (MSI).....	66
4.2.4	Classic Assumption Test .....	67
4.2.5	Coefficient of Correlation Test Result .....	70
4.2.6	Coeficient of Determination Test Result .....	71

4.2.7	Simple Linear Regression Test Result .....	72
4.2.8	Hypothesis Test Result.....	73
4.3	Discussion of Research Result .....	74
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>		<b>80</b>
5.1	Conclusion .....	80
5.2	Suggestions.....	80
5.2.1	Theoretical Suggestion .....	80
5.2.2	Practical Suggestion .....	81
<b>REFERENCE .....</b>		<b>82</b>
<b>ATTACHMENTS .....</b>		<b>84</b>