

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.....	Error! Bookmark not defined.
5.2.1 Practical Recommendation.....	70
5.2.2 Further Research Recommendation.....	70
BIBLIOGRAPHY	71
APPENDIX QUESTIONNAIRE	75
APPENDIX DATA PROCESSING OUTPUT.....	79
APPENDIX TABULATION	81