

TABLE OF CONTENTS

FOREWORD	v
ABSTRAK	ii
ABSTRACT	iii
TABLE OF FIGURES	vi
TABLE OF APPENDIX	ii
CHAPTER I	1
INTRODUCTION.....	1
1.1 General Overview of Study Object	1
1.1.1 General History of Wall Street English.....	1
1.1.2 Wall Street English Vision and Mission	3
Vision	3
Mission.....	3
1.1.3 Company Logo.....	3
1.2 Background of the Study	4
1.3 Problem Formulation.....	15
1.4 Study Objectives.....	15
1.5 Benefits of Study	16
1.6 Scope of The Study	16
1.7 Systematic of Writing.....	16
CHAPTER II.....	18
LITERATURE REVIEW.....	18
2.1 Theories Related to Previous Study	18
2.1.1 Management.....	18
1.7.2 Marketing	21

1.7.3	Promotion.....	25
1.7.5	Brand.....	31
1.7.6	Consumer Behaviour.....	34
2.2	Previous Study.....	39
2.3	Study Framework	49
2.4	Study Hypothesis.....	50
2.5	Scope of Research	50
CHAPTER III.....		52
RESEARCH METHODS.....		52
3.1	Research Methods Used	52
3.2	Variable Definition and Variable Operations.....	53
3.2.1	Variable and Sub Variable	53
3.3	Data Collection Techniques	58
	58
3.3.1	Multiple Linear Regression Analysis.....	59
3.4	Research Stages	60
3.5	Population and Sampling.....	62
3.5.1	Research Population.....	62
3.5.2	Sampling	62
3.6	Data Collection.....	64
3.5.1	Source Data	64
3.6	Data Collection Methods.....	65
3.6.1	Questionnaire	65
3.6.2	Literature Study.....	65
3.6.3	Interview	65
3.7	Data Testing Method	65
3.7.1	Validity Test.....	65

3.7.2	Reliability Test.....	67
3.8	Data Analysis.....	69
3.8.1	Descriptive Analysis	69
3.9	Classical Assumption	71
3.9.1	Normality test.....	71
3.9.2	Multicollinearity test	71
3.9.3	Heteroscedasticity test.....	72
3.9.4	Simultaneous Significance Test (F-Test).....	72
3.9.5	Partial Hypothesis Test (t-Test)	73
3.9.6	Coefficient of Determination Test Results (R Square).....	74
CHAPTER IV	75
RESEARCH RESULTS AND DISCUSSION	75
4.1	Descriptive Analysis of Research Data	75
4.1.1	Characteristic of Respondents Based on Age	75
4.1.2	Characteristic of Respondents Based on occupation.	76
4.1.3	Characteristic of Respondents Based on Monthly Income	77
4.2	Study Results.....	78
4.2.1	Descriptive Analysis	78
4.3	Classical Assumption Test Results.....	86
4.3.1	Normality Test Results.....	86
4.3.2	Multicollinearity Test Results	87
4.3.3	Heteroscedasticity Test Result	87
4.4	Multiple Linear Regression Test Results	88
4.5	Hypothesis Testing	90
4.5.1	Hypothesis Test (Test-T).....	90
4.5.2	Simultaneous Test (Test-F).....	92
4.6	Coefficient of Determination Test Results (R Square).....	93

4.7	Discussion.....	94
4.7.1	Word of Mouth Variable.....	94
4.7.2	Brand Image Variable	94
4.7.3	Purchase Decision Variable	95
4.7.4	Effect of Word of Mouth on Purchase Decision.....	95
4.7.5	Effect on Brand Image on Purchase Decision.....	95
CHAPTER V.....		95
CONCLUSION AND SUGGESTIONS		95
5.1	Conclusions	95
5.2	Recommendations	96
5.2.1	Recommendation for the Company	97
5.2.2	Recommendation for Further Research	97
REFERENCES.....		98
APENDIX		101