

TABLE OF CONTENT

DECLARATION.....	ii
PREFACE	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF FIGURES.....	ix
LIST OF TABLE	ix
CHAPTER I INTRODUCTION	1
1.1 General Description of Research Object	1
1.1.1. Company Profile	1
1.2 Research Background.....	2
1.3 Probem Statement.....	9
1.4 Research purpose.....	10
1.5 The significance of the study.....	10
1.5.1. Theoretical Aspect	10
1.5.2. Practical Aspect.....	11
1.6 Organization of the Study.....	11
CHAPTER II LITERATURE REVIEW	13
2.1. Consumer Behavior	13
2.2. Process of Decision Making.....	13
2.3.1. Purchase Decision	16

2.3. Social Factors	17
2.4.1. Social Factors Definition	17
2.4. Correlation Between Social External Factors and Purchasing Decision	25
2.5. Literature Review	27
2.6. Theoretical Framework	35
2.7. Hypothesis	35
CHAPTER III RESEARCH METHODOLOGY	37
3.1. Types of Methodology	37
3.1.1 Research Objects	38
3.2 Operational Variable and Measurement Scale	38
3.2.1 Variable Operational Definition	38
3.2.2 Operational Variable Research	38
3.2.3 Scale Measurement	40
3.3 Population and Sample	41
3.3.1 Population	41
3.3.2 Sample	42
3.3.3 Data Collection Technique	43
3.4 Validity and Reliability Test	43
3.4.1 Validity Test	43
3.4.2 Reliability Test	45
3.5 Data Analysis Techniques	46
3.5.1 Descriptive Statistical Analysis	46

3.5.2	Change of Ordinal Data to Interval	48
3.5.3	Classic assumption test	49
3.5.4	Simple Linear Regression Analysis	50
3.5.5	Hypothesis testing	51
CHAPTER IV	52
4.1	Employees' Characteristics	52
4.2	Quantitative Analysis Data Continuum.....	53
4.2.1	Social External Factors (X).....	53
4.2.2	Purchase Decisions (Y).....	54
4.3	Classis Assumption Test	56
4.3.1	Normality Test	56
4.3.2	Heteroscedasticity Test	57
4.4	Simple Linear Regression	58
4.5	Hypotesis Testing	59
4.5.1	T Test	59
CHAPTER V	61
5.1	Conclusion	61
5.2	Suggestion	62
5.2.1	Practical Aspect.....	62
5.2.2	Theoretical Aspect.....	62
REFERENCES	63
APPENDIX	66