

TABLE OF CONTENTS

VALIDATION SHEET	i
STATEMENT PAGE	ii
FOREWORD	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
TABLE OF FIGURES	ix
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1 Overview of Research Objects	1
1.1.1 Profile of Micro, Small and Medium Enterprises (MSMEs) Food and Beverage (F&B) Bandung City	1
1.1.2 F&B Growth in Bandung City	2
1.2 Research Background	4
1.3 Problem Formulation.....	9
1.4 Research Objectives	9
1.5 Benefits of Writing	9
1.6 Systematics of Final Project Writing.....	9
CHAPTER 2.....	11
LITERATURE REVIEW.....	11
2.1 Theories Related to Research	11
2.1.1 Strategic Marketing	11
2.1.2 Marketing Mix.....	12
2.1.3 Marketing Strategy	13
2.1.4 Marketing Performance	14
2.1.5 Product Innovation	15
2.2 Previous Research	16
2.3 Framework of Thought.....	22
2.4 Research Hypothesis.....	23
CHAPTER 3.....	27
RESEARCH METHODS.....	27

3.1	Research Design	27
3.1.1	Types of Research	27
3.1.2	Operational Variable	28
3.1.3	Population and Sample	30
3.2	Data collection.....	32
3.2.1	Data Primary.....	33
3.2.2	Data Secondary.....	33
3.3	Validity Test and Reliability Test.....	33
3.3.1	Validity Test.....	34
3.3.2	Reliability Test	34
3.4	Data Analysis Technique.....	35
3.4.1	Classical Assumption Test.....	36
3.4.2	Multiple Linear Regression Test	37
3.4.3	Hypothesis Test	37
CHAPTER IV.....		39
RESULT & DISCUSSION		39
4.1	Characteristics of Respondents.....	39
4.1.1	Characteristics of Respondents based on Gender.....	39
4.1.2	Characteristics of Respondents based on Age	39
4.2	Research Result	40
4.2.1	Descriptive Analysis.....	40
4.2.2	Validity Test	44
4.2.3	Reliability Test	46
4.3	Classical Assumption Test.....	46
4.3.1	Normality Test.....	47
4.3.2	Multicollinearity Test	48
4.3.3	Heteroscedasticity Test.....	48
4.4	Hypothesis Test	49
4.4.1	T Test.....	49
4.4.2	F Test.....	50
4.4.3	Coefficient of Determinants	50
4.5	Discussion.....	51

4.5.1	Results of Respondent Characteristics.....	51
4.5.2	The Effect of Marketing Strategy on Marketing Performance	51
4.5.3	The Effect of Product Innovation on Marketing Performance	52
CHAPTER V.....		53
CONCLUSION & DISCUSSION.....		53
5.1	Conclusion.....	53
5.2	Suggestion	53
5.2.1	Theoretical Aspect.....	53
5.2.2	Practical Aspect.....	53
REFERENCES		55