

TABLE OF CONTENT

STATEMENT OF PLAGIARISM	i
THESIS VALIDATION SHEET	ii
ABSTRACT	iii
ABSTRAK	iv
PREFACE	v
TABLE OF CONTENT	vii
LIST OF FIGURES	x
LIST OF TABLES	xi
LIST OF ATTACHMENT	xii
CHAPTER 1	1
INTRODUCTION	1
1.1. Background Research	1
1.2. Research Formulation	8
1.3. Research Purpose	8
1.4. Research Contribution	8
CHAPTER 2	10
LITERATURE REVIEW	10
2.1. Theoretical Basis	10
2.1.1. Marketing Management	10
2.1.2. Marketing Objectives	11
2.1.3. Product Quality	11
2.1.4. Location	13
2.1.5. Promotion	15
2.1.6. Purchase Decision	19
2.2. Hypothesis Development	21
2.2.1. The Relation Between Product Quality and Purchase Decision	21
2.2.2. The Relation Between Location and Purchase Decision	22
2.2.3. The Relation Between Promotion and Purchase Decision	22
2.4. Framework Research	24

CHAPTER 3	26
RESEARCH METHODOLOGY	26
3.1. Research Time and Place	26
3.2. Research Design	26
3.3 Variable Definition and Variable Operationalization.....	27
3.3.1. Variable Definition	27
3.3.2. Variable Operationalization	27
3.4 Variable Measurement.....	30
3.5 Research Population and Sample.....	31
3.5.1 Population	31
3.5.2 Sample	31
3.6 Data Collection Technique.....	32
3.7 Data Analysis Method	32
3.7.1. Descriptive Analysis.....	32
3.7.2. Instrument Test	33
3.7.3. Partial Least Square.....	33
3.8. Hypothesis Test	39
CHAPTER 4	41
RESULT AND DISCUSSION.....	41
4.1. Overview of Research Objects.....	41
4.2 Descriptive statistics	42
4.2.1. Descriptive Respondent.....	42
4.2.2. Descriptive Variable	43
4.3 Results of Partial Least Square (PLS) Data Analysis.....	45
4.3.1. Evaluation of Test Model Measurement (Outer Model).....	45
4.3.2. Evaluation of Structural Model Tests.....	53
4.4. Discussion of Results	56
CHAPTER 5	59
CONCLUSSIONS AND RECOMMENDATIONS.....	59
5.1. Conclusions.....	59
5.2 Suggestion.....	59

5.3 Recommendation for other Researchers	60
BIBLIOGRAPHY	61
ATTACHMENT.....	64



UNIVERSITAS
MERCU BUANA