

TABLE OF CONTENTS

TITLE.....	i
APPROVAL PAGE.....	ii
PLAGIARISM FREE STATEMENT.....	iii
FOREWORD.....	iv
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
ABSTRACT.....	xi
CHAPTER I.....	1
1.1. Background.....	1
1.2. Problem Formulation.....	4
1.3. Research Objective.....	5
1.4. Research Benefit.....	5
1.4.1. For the author.....	5
1.4.2. For the companies.....	5
1.4.3. For other parties.....	5
CHAPTER II.....	6
2.1. Literature Review.....	6
2.1.1. Brand Image.....	6
2.1.2. Price.....	8
2.1.3. Product Quality.....	9
2.1.4. Purchase Decision.....	10
2.2. Theoretical Basis.....	13
2.3. Conceptual Framework.....	15
2.4. Hypothesis.....	16
CHAPTER III.....	16
3.1. Research Design.....	16
3.2. Location and Time of Research.....	17
3.3. Population and Sample.....	18
3.3.1. Population.....	18
3.3.2. Sample.....	18
3.4. Identification of Research Variables.....	20
3.4.1. Independent variable.....	20
3.4.2. Dependent variables.....	20
3.5. Operational Definition of Research Variables.....	21

3.5.1. Brand Image.....	21
3.5.2. Price.....	22
3.5.3. Product Quality.....	22
3.5.4. Purchase Decision.....	23
3.6. Research Instrument.....	23
3.6.1. Questionnaire.....	24
3.7. Data Analysis.....	28
3.7.1. Validity.....	28
3.7.2. Reliability.....	29
3.7.3. Descriptive statistics analysis.....	31
3.7.4. Classic assumption test.....	31
3.7.5. Multiple Linear Regression.....	36
3.7.6. Hypothesis testing.....	37
3.8. Research Ethics.....	39
3.9. Research Procedure.....	39
CHAPTER IV.....	37
4.1. Data Collection Results.....	37
4.2. Sociodemographic characteristics.....	37
4.3. Descriptive statistics analysis.....	41
4.4. Hypothesis Testing.....	50
4.4.1. R-squared.....	50
4.4.2. F Test.....	50
4.4.3. Multiple linear regression.....	51
4.5. Research Limitations.....	55
CHAPTER V.....	63
5.1. Conclusion.....	63
5.2. Recommendations.....	64
BIBLIOGRAPHY.....	66
APPENDIX.....	71