

TABLE OF CONTENT

INFLUENCES OF BRAND EQUITY TOWARDS CUSTOMER PURCHASE DECISION ON XL PASCABAYAR.....	ii
APPROVAL PAGE.....	iii
ORIGINALITY DECLARATION PAGE.....	iv
ACKNOWLEDGMENT.....	v
ACADEMIC AGREEMENT STATEMENT PAGE.....	vi
ABSTRACT.....	vii
TABLE OF CONTENT.....	viii
LIST OF FIGURES.....	xii
LIST OF TABLES.....	xiii
LIST OF EQUATIONS.....	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Research Object Overview.....	1
1.1.1 XL Pascabayar (XL Prioritas).....	2
1.2 Background.....	3
1.3 Problem Statement.....	7
1.4 Research Question.....	8
1.5 Research Objective.....	8
1.6 Scope of Study.....	9
1.7 Significant of Study.....	9
1.7.1 Theoretical Aspect.....	9
1.7.2 Practical Aspect.....	10
1.8 Systematical of Writing.....	10
CHAPTER 2 LITERATURE REVIEW.....	11
2.1 Related Theories.....	11

2.1.1	Marketing	11
2.1.2	Consumer Behavior.....	12
2.1.3	Purchase Decision	13
2.1.4	Brand.....	14
2.1.5	Brand Equity	14
2.1.5.1	Brand Loyalty	15
2.1.5.2	Brand Awareness	15
2.1.5.3	Perceived Quality.....	16
2.1.5.4	Brand Association.....	16
2.2	Previous Research	17
2.3	Theoretical Framework.....	22
2.4	Research Hypothesis.....	24
CHAPTER III RESEARCH METHODOLOGY		25
3.1	Research Characteristics	25
3.2	Data Collection Tool.....	26
3.2.1	Variables.....	26
3.2.1.1	Independent Variable	26
3.2.1.2	Dependent Variable.....	27
3.2.2	Operational Variable.....	27
3.2.2	Measurement Scale	34
3.3	Research Stage	34
3.4	Population and Sample	35
3.4.1	Population.....	35
3.4.2	Sample	35
3.4.3	Sampling Technique	36
3.5	Data Collection and Resource	37

3.6	Validity and Reliability Test	37
3.6.1	Validity Test.....	37
3.7	Data Analysis Technique	40
3.7.1	Descriptive Analysis	40
3.7.2	Dependent Multivariate Technique.....	42
3.7.2.1	Multiple Regression Analysis.....	42
3.7.3	Classic Assumption Test	43
3.7.3.1	Normality Test	43
3.7.3.2	Multicollinearity Test.....	43
3.7.3.3	Heteroscedasticity Test	43
3.7.4	Statistical Package for the Social Sciences (SPSS)	44
3.8	Hypothesis Testing	44
3.8.1	t-Test	44
3.8.2	F-Test	45
3.8.3	Determinant Coefficient (R²).....	46
CHAPTER IV RESULT AND DISCUSSION		47
4.1	Characteristic of Respondents.....	47
4.1.1	Characteristic of Respondents by Gender	47
4.1.2	Characteristic of Respondents by Age.....	48
4.1.3	Characteristic of Respondents by Domicile.....	48
4.1.4	Characteristic of Respondents by Occupation.....	49
4.1.5	Characteristic of Respondents by Length of Subscription.....	50
4.2	Descriptive Analysis	51
4.2.1	Respondent's Response to Brand Equity	51
4.2.1.1	Respondent's Response to Brand Loyalty.....	51
4.2.1.2	Respondents' Response to Brand Awareness.....	52

4.2.1.3	Respondents' Response to Perceived Quality	53
4.2.1.4	Respondents' Response to Brand Association	55
4.2.2	Respondent's Response to Purchase Decision	56
4.3	Data Analysis	57
4.3.1	Classic Assumption Test	57
4.3.1.1	Normality Test	57
4.3.1.2	Multicollinearity Test.....	58
4.3.1.2	Heteroscedasticity Test	58
4.3.2	Multiple Linear Regression.....	59
4.3.3	Hypothesis Testing.....	61
4.3.3.1	t-Test.....	61
4.3.3.2	F-Test	62
4.3.4	Determinant Coefficient (R²).....	63
4.4	Research Result Discussion	64
4.4.1	Discussion of the result of Descriptive Analysis	64
4.4.2	Discussion of Brand Equity influences towards Purchase Decision	65
CHAPTER V CONCLUSION AND SUGGESTION.....		69
5.1	Conclusion.....	69
5.2	Suggestion.....	70
5.2.1	Suggestion for the Company.....	70
5.2.1	Suggestion for the Company.....	71
REFERENCES		72
APPENDIXES.....		76