

## Table of Contents

<b>TITLE PAGE</b> .....	Error! Bookmark not defined.
<b>LEGALIZATION PAGE</b> .....	Error! Bookmark not defined.
<b>ABSTRACT</b> .....	Error! Bookmark not defined.
<b>CHAPTER I</b> .....	Error! Bookmark not defined.
<b>INTRODUCTION</b> .....	Error! Bookmark not defined.
<b>1.1 Background</b> .....	Error! Bookmark not defined.
<b>1.2 Problem Statement</b> .....	Error! Bookmark not defined.
<b>1.3 Research Objects</b> .....	Error! Bookmark not defined.
<b>1.4 Research Limitations</b> .....	Error! Bookmark not defined.
<b>1.5 Research benefits</b> .....	Error! Bookmark not defined.
<b>CHAPTER II</b> .....	Error! Bookmark not defined.
<b>THEORETICAL FRAMEWORK</b> .....	Error! Bookmark not defined.
<b>2.1 Definition of Management</b> .....	Error! Bookmark not defined.
<b>2.2 Management Functions</b> .....	Error! Bookmark not defined.
<b>2.3 Marketing Definition</b> .....	Error! Bookmark not defined.
<b>2.5 Marketing Functions</b> .....	Error! Bookmark not defined.
<b>Figure 2.1</b> .....	Error! Bookmark not defined.
<b>2.6 STP (Segmenting, Targeting and Positioning)</b> ..	Error! Bookmark not defined.
<b>Figure 2.2</b> .....	Error! Bookmark not defined.
<b>2.6.2 Segmentation Indicator</b> .....	Error! Bookmark not defined.
<b>2.6.3 Targeting</b> .....	Error! Bookmark not defined.
<b>2.6.4 Targeting Indicator</b> .....	Error! Bookmark not defined.
<b>Figure 2.3</b> .....	Error! Bookmark not defined.
<b>2.8 Relationships Between Variables</b> .....	Error! Bookmark not defined.
<b>2.8.1 Relationship between Segmenting and Decision Making</b> Error! Bookmark not defined.	
<b>2.8.2 Relationship between Targeting and Decision Making</b> Error! Bookmark not defined.	
<b>2.8.3 Relationship between Positioning and Making-Decision</b> Error! Bookmark not defined.	
<b>2.9 Previous Research</b> .....	Error! Bookmark not defined.

Table 2.1 .....	Error! Bookmark not defined.
Previous Research .....	Error! Bookmark not defined.
2.10 Framework for Thinking .....	Error! Bookmark not defined.
2.11 Hypothesis .....	Error! Bookmark not defined.
CHAPTER III .....	Error! Bookmark not defined.
RESEARCH METHOD .....	Error! Bookmark not defined.
Table 3.2.....	Error! Bookmark not defined.
3.2 Type of Research .....	Error! Bookmark not defined.
3.3 Population, Samples, and Sampling Techniques.....	Error! Bookmark not defined.
3.3.2 Samples.....	Error! Bookmark not defined.
3.3.3 Sampling Methods.....	Error! Bookmark not defined.
Figure 3.1.....	Error! Bookmark not defined.
3.4 Data and Data Sources.....	Error! Bookmark not defined.
3.4.1 Data.....	Error! Bookmark not defined.
3.4.2 Data Source .....	Error! Bookmark not defined.
3.6 Variable Definition.....	Error! Bookmark not defined.
3.6.1 Operational Definition Of Variable and Variable Measurement.....	Error! Bookmark not de
3.7 Types of Data .....	Error! Bookmark not defined.
3.8 Validity Test and Realibiliti Test .....	Error! Bookmark not defined.
□ Reliability Test.....	Error! Bookmark not defined.
3.9 Classical Assumption Test .....	Error! Bookmark not defined.
3.9.1 Normality Test .....	Error! Bookmark not defined.
3.9.2 Multicollinearity Test.....	Error! Bookmark not defined.
3.9.3 Heteroscedasticity Test .....	Error! Bookmark not defined.
3.9.4 Autocorrelation Test .....	Error! Bookmark not defined.
3.10 Analysis of Multiple Linear Regression .....	Error! Bookmark not defined.
3.11 Hypothesis Test.....	Error! Bookmark not defined.
3.12 T-test (Partial Test) .....	Error! Bookmark not defined.
3.12.1 F-test (Simultaneous Test) .....	Error! Bookmark not defined.
4.1 Sample Demography .....	Error! Bookmark not defined.
BIBLIOGRAPHY .....	Error! Bookmark not defined.

**WEBSITE** ..... Error! Bookmark not defined.