

TABLE OF CONTENT

DECLARATION	vi
APPROVAL OF SUPERVISOR	vii
THESIS EXAMINATION COMMITTEE APPROVAL	viii
APPROVAL OF DEAN.....	ix
MOTTO	x
DEDICATION	xi
TABLE OF CONTENT	xiii
LIST OF TABLES	xvi
LIST OF FIGURES	xvii
CHAPTER I.....	1
INTRODUCTION.....	1
A. Background of Research.....	1
B. Problem Formulation	7
C. Research Objectives.....	7
D. Benefits of Research.....	7
CHAPTER II	9
LITERATURE REVIEW	9
A. Theoretical Basic	9
1. Affiliate Marketing	9
2. Video Marketing	13
3. Halal Brand Awareness	16
4. Purchase Decision.....	21
B. Previous Research.....	23

C. Research Framework	27
D. Research Hypothesis.....	27
CHAPTER III	32
RESEARCH METHODS	32
A. Place And Time of Research.....	32
B. Type of Research.....	32
C. Data Sources	32
D. Data Collection Technique	37
E. Data Analysis Technique.....	38
1. Data Quality Test	38
2. Descriptive Analysis	40
3. Classical Assumption Test	41
4. Multiple Linear Regression	42
5. Hypothesis Test.....	42
CHAPTER 4	44
RESULTS AND DISCUSSION	44
A. Description of the Research Object.....	44
1. History of Implora	44
B. Results of Respondent Answer Distribution.....	47
1. Distribution of Respondents' Answers About Affiliate Marketing (X1) .	47
2. Distribution of Respondents' Answers About Video Marketing (X2)	49
3. Distribution of Respondents' Answers About Halal Brand Awareness (X3)	51
4. Distribution of Respondents' Answers about Purchasing Decisions (Y)	52

C. Instrument Testing Results.....	54
1. Validity Test	54
2. Reliability Test.....	56
3. Classical Assumption Test	57
4. Multiple Linear Regression Test.....	63
5. Hypothesis Test.....	64
D. Analysis and Discussion	67
1. The Effect of Affiliate Marketing on Consumer Decisions in Purchasing Implora Products (X1)	67
2. The Effect of Video Marketing on Consumer Decisions in Purchasing Implora Products (X2)	69
3. The Effect of Halal Brand Awareness on Consumer Decisions in Purchasing Implora Products (X3)	71
CHAPTER 5	73
CONCLUSIONS AND SUGGESTIONS	73
A. Conclusion	73
B. Suggestions	74
BIBLIOGRAPHY	75
APPENDIX.....	86

LIST OF TABLES

Table 2. Operational Definition of Variables	35
Table 3. Likert Scale	38
Table 4. Characteristics of Respondents Based on Age	46
Table 5. Characteristics of Respondents Based on Study Program	46
Table 6. Characteristics of Respondents Based on Semester	47
Table 7. Answers to Affiliate Marketing Variable Statements (X1).....	47
Table 8. Answers to Video Marketing Variable Statements (X2).....	49
Table 9. Answers to Halal Brand Awareness Variable Statements (X3)	51
Table 10. Answers to Purchasing Decision Variable Statements (Y).....	53
Table 11. Validity Test Results	55
Table 12. Reliability Test Results.....	57
Table 13. Normality Test Results	58
Table 14. Multicollinearity Test Results	60
Table 15. Heteroscedasticity Test Result.....	62
Table 16. Multiple Linear Regression Test Results.....	63
Table 17. t Test Results (Partial Test).....	65



LIST OF FIGURES

Figure 1. Data Image of The Best-Selling Brands with The Largest Marketshare.	6
Figure 2. Framework.....	27
Figure 3. Implora Logo	44
Figure 4. Normality Test	59
Figure 5. Normality Test	59
Figure 6. Heteroscedasticity Test Result.....	61

