

## TABLE OF CONTENTS

INTELLECTUAL PROPERTY STATEMENT .....	i
THESIS APPROVAL FORM.....	ii
PREFACE .....	iii
ABSTRACT .....	iv
ABSTRAK .....	v
STATEMENT OF APPROVAL ON THESIS PUBLICATION FOR ACADEMIC INTEREST .....	vi
TABLE OF CONTENTS.....	vii
LIST OF FIGURES .....	ix
LIST OF TABLES .....	x
CHAPTER I.....	1
INTRODUCTION .....	1
1.1. Background Information .....	1
1.2. Problem Identification.....	4
1.3. Problem Limitation .....	4
1.4. Research Problem.....	5
1.5. Research Purposes.....	5
1.6. Benefits of Research .....	5
CHAPTER II.....	7
LITERATURE REVIEW.....	7
2.1 Marketing Mix .....	7
2.2 Purchasing Decision.....	11
2.3 Framework Of Thinking .....	15
CHAPTER III .....	16
RESEARCH METHODOLOGY .....	16

2.1	Research Methods .....	16
2.2	Research Variables.....	16
2.3	Location and Research Time.....	16
2.4	Sampling Technique.....	17
2.5	Data Collection Technique.....	18
2.6	Data Analysis Method.....	19
CHAPTER IV .....		22
4.1	General Description .....	22
4.2	Interviewees Profile .....	23
4.3	Research Results .....	25
4.3.1	Observation Result.....	25
4.3.2	Interview Result.....	31
4.3.3	Research Discussion .....	47
CHAPTER V.....		49
5.1	Conclusion .....	49
5.2	Recommendation.....	50
REFERENCES.....		51
APPENDICES .....		53
1.	Appendix 1: Interview Questions .....	53
2.	Appendix 2: Interview Transcripts.....	55
3.	Appendix 3: Photo Documentations .....	101