

TABLE OF CONTENT

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	vi
LIST OF APPENDIX	ix
LIST OF TABLE	x
LIST OF FIGURE	xiii
CHAPTER I INTRODUCTION	1
A. Background of Study	1
B. Problem Statement	8
C. Purpose of Study	9
D. Benefits of Study	9
CHAPTER II LITERATURE REVIEW	10
A. Literature Review and Empirical Study	10
1. Marketing	10
2. Strategic Marketing	14
3. Nutrition Label	16
4. Serving Size	17
5. Servings per Container	20

6. Nutrition Content	21
7. Purchase Decision	23
8. Nutrition Label and Purchase Decision Relationship.....	24
B. Previous Research	25
C. Conceptual Framework and Hypotesis	28
1. Conceptual Framework	28
2. Hypothesis	30
CHAPTER III RESEARCH METHOD	32
A. Research Method	32
1. Research Variable and Operational Definition.....	32
2. Type and Source of Data	35
3. Data Collecting Method	38
4. Method of Data Analysis.....	38
5. Literature Study	45
6. Data Analysis Technique.....	45
CHAPTER IV RESULT AND DISCUSSION.....	47
A. Research Object Description.....	47
1. Respondents General Description.....	47
B. Research Variable Description.....	54
1. Answer Index Analysis.....	54

C. Data Analysis	64
1. Instrument Test: Validity and Realibility Test	64
2. Classic Assumption Test.....	67
3. Multiple Linear Regression Analysis.....	73
4. Goodness of Fit Test	79
D. Discussion	87
1. The Influence of Serving Size Variable Towards Customer Purchase Decision.....	87
2. The Influence of Number of Serving Per Container Variable toward Customer Purchase Decision	88
3. The Influence of Nutrition Content Variable toward Customer Purchase Decision	90
CHAPTER V CONCLUSSION AND RECOMMEMDATION.....	92
A. Conclussion	92
B. Recommendation.....	96
C. Limitation of Study	97
References.....	99