

Daftar Isi

<u>LEMBAR PENGESAHAN</u>	Error! Bookmark not defined.
<u>LEMBAR PERNYATAAN</u>	Error! Bookmark not defined.
<u>ABSTRAK</u>	Error! Bookmark not defined.
<u>ABSTRACT</u>	Error! Bookmark not defined.
<u>KATA PENGANTAR</u>	Error! Bookmark not defined.
<u>DAFTAR TABEL</u>	Error! Bookmark not defined.
<u>DAFTAR GAMBAR</u>	Error! Bookmark not defined.
<u>BAB I PENDAHULUAN</u>	Error! Bookmark not defined.
<u>1.1</u> <u>Gambaran Umum Perusahaan</u>	Error! Bookmark not defined.
<u>1.1.1</u> <u>Logo perusahaan</u>	Error! Bookmark not defined.
<u>1.1.2</u> <u>Visi dan Misi perusahaan</u>	Error! Bookmark not defined.
<u>1.2</u> <u>Latar Belakang</u>	Error! Bookmark not defined.
<u>1.3</u> <u>Rumusan Masalah</u>	Error! Bookmark not defined.
<u>1.4</u> <u>Tujuan Penelitian</u>	Error! Bookmark not defined.
<u>1.5</u> <u>Kegunaan Penelitian</u>	Error! Bookmark not defined.
<u>1.6</u> <u>Tahapan Penelitian</u>	Error! Bookmark not defined.
<u>BAB II TINJAUAN PUSTAKA</u>	Error! Bookmark not defined.
<u>2.1</u> <u>Rangkuman Teori</u>	Error! Bookmark not defined.
<u>2.1.1</u> <u>Pemasaran</u>	Error! Bookmark not defined.
<u>2.1.2</u> <u>Manajemen Pemasaran</u>	Error! Bookmark not defined.
<u>2.1.3</u> <u>Bauran Pemasaran</u>	Error! Bookmark not defined.
<u>2.1.4</u> <u>Unsur-Unsur Bauran Pemasaran</u>	Error! Bookmark not defined.
<u>2.1.5</u> <u>Produk</u>	Error! Bookmark not defined.
<u>2.1.6</u> <u>Atribut Produk</u>	Error! Bookmark not defined.
<u>2.2</u> <u>Kerangka Pemikiran</u>	Error! Bookmark not defined.
<u>BAB III METODE PENELITIAN</u>	Error! Bookmark not defined.
<u>3.1</u> <u>Jenis Penelitian</u>	Error! Bookmark not defined.
<u>3.2</u> <u>Operasional Variabel</u>	Error! Bookmark not defined.
<u>3.3</u> <u>Tahapan Penelitian</u>	Error! Bookmark not defined.
<u>3.4</u> <u>Populasi, Sampel, dan Teknik Sampling</u>	Error! Bookmark not defined.
<u>3.4.1</u> <u>Populasi</u>	Error! Bookmark not defined.

3.4.2	Sampel	Error! Bookmark not defined.
3.4.3	Teknik Sampling	Error! Bookmark not defined.
3.5	Pengumpulan Data	Error! Bookmark not defined.
3.5.1	Data Primer	Error! Bookmark not defined.
3.5.2	Data Sekunder	Error! Bookmark not defined.
3.5.3	Instrumen/Skala Pengukuran	Error! Bookmark not defined.
3.6	Uji Validitas dan Realibilitas	Error! Bookmark not defined.
3.6.1	Uji Validitas	Error! Bookmark not defined.
3.6.2	Uji Realibilitas	Error! Bookmark not defined.
3.7	Teknik Analisa Data	Error! Bookmark not defined.
3.7.1	Analisa Deskriptif	Error! Bookmark not defined.
BAB IV PEMBAHASAN		Error! Bookmark not defined.
4.1	Hasil Penelitian	Error! Bookmark not defined.
4.2	Karakteristik Responden	Error! Bookmark not defined.
4.2.1	Pembahasan Validitas dan Reliabilitas	Error! Bookmark not defined.
4.2.2	Analisa Variabel Atribut Produk	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN		Error! Bookmark not defined.
5.1	Kesimpulan	Error! Bookmark not defined.
5.2	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.
DAFTAR LAMPIRAN		Error! Bookmark not defined.

