

DAFTAR ISI

HALAMAN PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	viii
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
BAB I.....	Error! Bookmark not defined.
1.1 Gambaran Objek Penelitian.....	Error! Bookmark not defined.
1.2 Latar Belakang Penelitian	Error! Bookmark not defined.
1.3 Rumusan Masalah	Error! Bookmark not defined.
1.4 Tujuan Penelitian.....	Error! Bookmark not defined.
1.5 Manfaat Penelitian	Error! Bookmark not defined.
1.5.1 Manfaat Praktis.....	Error! Bookmark not defined.
1.5.2 Manfaat Teoritis.....	Error! Bookmark not defined.
1.6 Sistematis Penulisan	Error! Bookmark not defined.
BAB II.....	Error! Bookmark not defined.
2.1 Tinjauan Pustaka Penelitian	Error! Bookmark not defined.
2.1.1 Manajemen Pemasaran	Error! Bookmark not defined.
2.1.2 Komunikasi Pemasaran.....	Error! Bookmark not defined.
2.1.3 Bauran Komunikasi Pemasaran.....	Error! Bookmark not defined.
2.1.4 <i>Celebrity Endorsement</i>	Error! Bookmark not defined.
2.1.5 Minat Beli.....	Error! Bookmark not defined.
2.1.6 Pengaruh <i>Endorsement</i> Terhadap Minat Beli	Error! Bookmark not defined.
2.2 Peneliti Terdahulu	Error! Bookmark not defined.
2.2.1 Skripsi	Error! Bookmark not defined.
2.2.2 Jurnal Nasional	Error! Bookmark not defined.

2.2.3	Jurnal Internasional	Error! Bookmark not defined.
2.3	Kerangka Pemikiran	Error! Bookmark not defined.
2.4	Hipotesis Penelitian	Error! Bookmark not defined.
2.5	Ruang Lingkup Penelitian	Error! Bookmark not defined.
2.5.1	Variabel dan Subvariabel.....	Error! Bookmark not defined.
2.5.2	Lokasi dan Objek Penelitian..	Error! Bookmark not defined.
2.5.3	Waktu dan Periode Penelitian	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
3.1	Jenis Penelitian	Error! Bookmark not defined.
3.2	Variabel Operasional dan Skala Pengukuran ...	Error! Bookmark not defined.
3.2.1	Variabel Penelitian.....	Error! Bookmark not defined.
3.2.2	Operasional Variabel.....	Error! Bookmark not defined.
3.2.3	Skala Pengukuran	Error! Bookmark not defined.
3.3	Tahapan Penelitian.....	Error! Bookmark not defined.
3.4	Populasi dan Sampel	Error! Bookmark not defined.
3.4.1	Populasi	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.
3.6	Jenis Data	Error! Bookmark not defined.
3.7	Teknik Pengujian Data	Error! Bookmark not defined.
3.7.1	Uji Validitas	Error! Bookmark not defined.
3.7.2	Uji Reliabilitas	Error! Bookmark not defined.
3.8	Teknik Analisis Data	Error! Bookmark not defined.
3.8.1	Analisis Deskriptif.....	Error! Bookmark not defined.
3.8.2	<i>Method of Successive Interval</i> (MSI).....	Error! Bookmark not defined.
3.8.3	Uji Asumsi Klasik	Error! Bookmark not defined.
3.8.4	Analisis Regresi Linier Berganda	Error! Bookmark not defined.
3.8.5	Uji Hipotesis.....	Error! Bookmark not defined.
3.8.6	Koefisien Determinasi.....	Error! Bookmark not defined.

BAB IV	Error! Bookmark not defined.
4.1 Karakteristik Responden	Error! Bookmark not defined.
4.1.1 Karakteristik Responden Berdasarkan Usia	Error! Bookmark not defined.
4.1.2 Karakteristik Responden Berdasarkan Pengeluaran untuk Membeli Kosmetik <i>Lipstick</i>	Error! Bookmark not defined.
4.2 Analisis Deskriptif	Error! Bookmark not defined.
4.2.1 Analisis Tanggapan Responden Terhadap <i>Visibility</i> ..	Error! Bookmark not defined.
4.2.2 Analisis Tanggapan Responden Terhadap <i>Credibility</i> ..	Error! Bookmark not defined.
4.2.3 Analisis Tanggapan Responden Terhadap <i>Attraction</i> ..	Error! Bookmark not defined.
4.2.4 Analisis Tanggapan Responden Terhadap <i>Power</i>	Error! Bookmark not defined.
4.2.5 Analisis Tanggapan Responden Terhadap <i>Endorsement</i>	Error! Bookmark not defined.
4.2.6 Analisis Tanggapan Responden Terhadap Minat Beli ..	Error! Bookmark not defined.
4.3 <i>Method of Successive Interval</i> (MSI)	Error! Bookmark not defined.
4.4 Uji Asumsi Klasik	Error! Bookmark not defined.
4.4.1 Uji Normalitas	Error! Bookmark not defined.
4.4.2 Uji Multikolinieritas	Error! Bookmark not defined.
4.4.3 Uji Heterokedastisitas	Error! Bookmark not defined.
4.5 Analisis Regresi Linier Berganda	Error! Bookmark not defined.
4.6 Uji Hipotesis	Error! Bookmark not defined.
4.6.1 Uji Silmutan (Uji F)	Error! Bookmark not defined.
4.6.2 Uji Parsial (Uji t)	Error! Bookmark not defined.
4.7 Koefisien Determinasi (R^2)	Error! Bookmark not defined.
4.8 Pembahasan	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
5.2.1 Saran untuk Lizzie Parra	Error! Bookmark not defined.

5.2.2 Saran untuk Peneliti SelanjutnyaError! Bookmark not defined.

DAFTAR PUSTAKAError! Bookmark not defined.

LAMPIRANError! Bookmark not defined.