

## DAFTAR ISI

PERSETUJUAN SKRIPSI .....	<b>Error! Bookmark not defined.</b>
PENGESAHAN KELULUSAN UJIAN.....	<b>Error! Bookmark not defined.</b>
PERNYATAAN ORISINALITAS SKRIPSI .....	<b>Error! Bookmark not defined.</b>
MOTTO DAN PEMBAHASAN .....	<b>Error! Bookmark not defined.</b>
<i>ABSTRACT</i> .....	<b>Error! Bookmark not defined.</b>
ABSTRAK .....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI.....	i
DAFTAR GAMBAR .....	iv
DAFTAR TABEL.....	v
BAB I PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang Masalah .....	<b>Error! Bookmark not defined.</b>
1.2 Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3 Tujuan dan Manfaat Penelitian.....	<b>Error! Bookmark not defined.</b>
1.3.1 Tujuan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.3.2 Manfaat Penelitian .....	<b>Error! Bookmark not defined.</b>
1.4 Sistematika Penulisan.....	<b>Error! Bookmark not defined.</b>
BAB II TELAAH PUSTAKA .....	<b>Error! Bookmark not defined.</b>
2.1 Landasan Teori .....	<b>Error! Bookmark not defined.</b>
2.1.1 Keputusan Pembelian.....	<b>Error! Bookmark not defined.</b>
2.1.2 Kualitas Produk.....	<b>Error! Bookmark not defined.</b>
2.1.3 Promosi .....	<b>Error! Bookmark not defined.</b>
2.1.4 Kualitas Layanan.....	<b>Error! Bookmark not defined.</b>
2.2 Hubungan Antar Variabel .....	<b>Error! Bookmark not defined.</b>
2.2.1 Hubungan Antara Kualitas Produk dan Keputusan Pembelian	<b>Error!</b>
	<b>Bookmark not defined.</b>

2.2.2	Hubungan Antara Promosi dan Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.2.3	Hubungan Antara Kualitas Layanan dan Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.3	Penelitian Terdahulu.....	<b>Error! Bookmark not defined.</b>
2.4	Kerangka Pemikiran Teoritis.....	<b>Error! Bookmark not defined.</b>
2.5	Hipotesis Penelitian .....	<b>Error! Bookmark not defined.</b>
BAB III METODOLOGI PENELITIAN.....		<b>Error! Bookmark not defined.</b>
3.1	Variabel Penelitian dan Definisi Operasional.....	<b>Error! Bookmark not defined.</b>
3.1.1	Variabel Penelitian .....	<b>Error! Bookmark not defined.</b>
3.1.2	Definisi Operasional.....	<b>Error! Bookmark not defined.</b>
3.2	Populasi dan Sampel .....	<b>Error! Bookmark not defined.</b>
3.2.1	Ukuran Populasi .....	<b>Error! Bookmark not defined.</b>
3.2.2	Sampel.....	<b>Error! Bookmark not defined.</b>
3.2.3	Teknik Pengambilan Sampel.....	<b>Error! Bookmark not defined.</b>
3.2.4	Jenis dan Sumber Data .....	<b>Error! Bookmark not defined.</b>
3.3	Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.4	Tenik Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.4.1	Analisis Data Kuantitatif.....	<b>Error! Bookmark not defined.</b>
3.4.2	Uji Validitas dan Reliabilitas .....	<b>Error! Bookmark not defined.</b>
3.4.3	Uji Asumsi Klasik .....	<b>Error! Bookmark not defined.</b>
3.4.4	Analisis Regresi Linear Berganda....	<b>Error! Bookmark not defined.</b>
BAB IV HASIL DAN PEMBAHASAN .....		<b>Error! Bookmark not defined.</b>
4.1	Hasil Penelitian.....	<b>Error! Bookmark not defined.</b>
4.1.1	Karateristik Responden .....	<b>Error! Bookmark not defined.</b>

4.1.2	Deskripsi Variabel Penelitian.....	<b>Error! Bookmark not defined.</b>
4.1.3	Analisis Data .....	<b>Error! Bookmark not defined.</b>
4.2	Pembahasan .....	<b>Error! Bookmark not defined.</b>
4.2.1	Pengaruh Kualitas Produk Terhadap Keputusan Pembelian....	<b>Error! Bookmark not defined.</b>
4.2.2	Pengaruh Promosi Terhadap Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
4.2.3	Pengaruh Kualitas Pelayanan Terhadap keputusan Pembelian	<b>Error! Bookmark not defined.</b>
BAB V KESIMPULAN DAN SARAN.....		<b>Error! Bookmark not defined.</b>
5.1	Kesimpulan.....	<b>Error! Bookmark not defined.</b>
5.2	Saran .....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....		<b>Error! Bookmark not defined.</b>
LAMPIRAN.....		<b>Error! Bookmark not defined.</b>
	Lampiran 1. Kuisisioner .....	<b>Error! Bookmark not defined.</b>
	Lampiran 2. Karakteristik Responden.....	<b>Error! Bookmark not defined.</b>
	Lampiran 3. Tabulasi Data.....	<b>Error! Bookmark not defined.</b>
	Lampiran 4. Hasil Uji Validitas dan Reliabilitas	<b>Error! Bookmark not defined.</b>
	Lampiran 5. Hasil Uji Asumsi Kalasik .....	<b>Error! Bookmark not defined.</b>
	Lampiran 6. Hasil Uji Analisis Regresi Berganda	<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

Gambar 1.1 Data Laporan Keuangan Toko Seda Mulya **Error! Bookmark not defined.**

Gambar 2. 1 Kerangka Pemikiran Teoritis

..... **Er**  
**ror! Bookmark not defined.**

## DAFTAR TABEL

Tabel 2. 1	Tabel Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>			
Tabel	3.	1	Definisi	Operasional	
..... <b>Error! Bookmark not defined.</b>					
Tabel 3. 2	Skala Pengukuran Jawaban Responden	<b>Error! Bookmark not defined.</b>			
Tabel	4.	1	Jenis	Kelamin	Responden
..... <b>Error! Bookmark not defined.</b>					
Tabel 4. 2	Usia Responden.....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 3	Tingkat Pendidikan Terakhir Responden	<b>Error! Bookmark not defined.</b>			
Tabel 4. 4	Pekerjaan Responden .....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 5	Penghasilan Responden .....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 6	Frekuensi Jawaban Kuisisioner Variabel Kualitas Produk.....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 7	Frekuensi Jawaban Kuisisioner Variabel Promosi	<b>Error! Bookmark not defined.</b>			
Tabel 4. 8	Frekuensi Jawaban Kuisisioner Variabel Kualitas Pelayanan.....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 9	Frekuensi Jawaban Kuisisioner Variabel Keputusan Pembelian.....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 10	Hasil Uji Validitas.....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 11	Hasil Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 12	Hasil Uji Normalitas .....	<b>Error! Bookmark not defined.</b>			
Tabel 4. 13	Hasil Uji Multikolinearitas.....	<b>Error! Bookmark not defined.</b>			

Tabel 4. 14 Hasil Uji Heteroskedastisitas .....**Error! Bookmark not defined.**

Tabel 4. 15 Pengambilan keputusan autokorelasi...**Error! Bookmark not defined.**

Tabel 4. 16 Uji Autokorelasi.....**Error! Bookmark not defined.**

Tabel 4. 17 Hasil Analisis Regresi Linier Berganda**Error! Bookmark not defined.**

Tabel 4. 18 Hasil Uji Pengaruh Simultan (F-Test) **Error! Bookmark not defined.**

Tabel 4. 19 Hasil Uji Parsial (Uji T).....**Error! Bookmark not defined.**

