

DAFTAR ISI

COVER	Error! Bookmark not defined.
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	ix
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL	xii
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1. Latar Belakang	Error! Bookmark not defined.
1.2. Rumusan Masalah	Error! Bookmark not defined.
1.3. Tujuan Penelitian.....	Error! Bookmark not defined.
1.4. Manfaat Penelitian.....	Error! Bookmark not defined.
1.5. Batasan Masalah.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
2.1. Pengertian Pemasaran.....	Error! Bookmark not defined.
2.2. Pengertian Strategi	Error! Bookmark not defined.
2.3. Manajemen Strategi.....	Error! Bookmark not defined.
2.4. Tujuan Manajemen Strategi	Error! Bookmark not defined.
2.5. Analisis Lingkungan.....	Error! Bookmark not defined.
2.6. Matriks Internal Eksternal (IE).....	Error! Bookmark not defined.
2.7. Analisis SWOT.....	Error! Bookmark not defined.
2.7.1. Pembuatan Matriks SWOT	Error! Bookmark not defined.
2.8. <i>Quantitative Strategic Planning Matrix (QSPM)</i>	Error! Bookmark not defined.
2.9. <i>Analytical Hierarchy Process (AHP)</i>	Error! Bookmark not defined.
2.9.1 Tahapan Metode AHP	Error! Bookmark not defined.

2.10. Riset Penelitian Sebelumnya	Error! Bookmark not defined.
BAB III METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1. Objek Penelitian	Error! Bookmark not defined.
3.2. Data dan Informasi	Error! Bookmark not defined.
3.3. Teknik Pengumpulan Data	Error! Bookmark not defined.
3.4. Teknik Analisis Data	Error! Bookmark not defined.
3.5. Alur Penelitian.....	Error! Bookmark not defined.
3.5.1. Observasi Awal	Error! Bookmark not defined.
3.5.2. Tahap Analisis.....	Error! Bookmark not defined.
3.5.3. Matriks IFAS dan EFAS	Error! Bookmark not defined.
3.5.4. Tahap Pencocokan	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1. Sejarah Perusahaan	Error! Bookmark not defined.
4.2. Kegiatan Perusahaan	Error! Bookmark not defined.
4.3. Visi, Misi dan Tujuan Perusahaan.....	Error! Bookmark not defined.
4.4. Penyebaran Kuesioner.....	Error! Bookmark not defined.
4.5. Pengolahan Data.....	Error! Bookmark not defined.
4.5.1. Uji Validitas Data.....	Error! Bookmark not defined.
4.5.2. Uji Reliabilitas Data.....	Error! Bookmark not defined.
4.6. Evaluasi Hasil Kinerja Perusahaan.....	Error! Bookmark not defined.
4.7. Analisis SWOT pada Dealer Tibing Auto.....	Error! Bookmark not defined.
4.8. Analisis Faktor-faktor Strategi Eksternal	Error! Bookmark not defined.
4.9. Analisis Faktor-faktor Strategi Internal (IFAS)	Error! Bookmark not defined.
4.10. Matriks SWOT	Error! Bookmark not defined.
4.11. <i>Quantitative Strategic Planning Matrix (QSPM)</i>	Error! Bookmark not defined.
4.12. Analytical hierarchy Process (AHP)	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN.....	Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP	Error! Bookmark not defined.

DAFTAR GAMBAR

- Gambar 1.1** Data Penjualan dan Target Penjualan **Error! Bookmark not defined.**
- Gambar 2.1** Matriks IE (Fredy Rangkuti 2009-95) ... **Error! Bookmark not defined.**
- Gambar 2.2** Penyusunan Hirarki Model AHP **Error! Bookmark not defined.**
- Gambar 3.1** *Flowchart Penelitian* **Error! Bookmark not defined.**
- Gambar 4.1** Dealer Tibing Auto **Error! Bookmark not defined.**
- Gambar 4.2** Struktur Organisasi Tibing Auto **Error! Bookmark not defined.**
- Gambar 4.3** Data Penjualan dan Target Penjualan Tahun 2017..... **Error! Bookmark not defined.**
- Gambar 4.4** Data Penjualan dan Target Penjualan Tahun 2018..... **Error! Bookmark not defined.**
- Gambar 4.5** Data Penjualan dan Target Penjualan Tahun 2019..... **Error! Bookmark not defined.**
- Gambar 4.6** Hierarki Meningkatkan penjualan **Error! Bookmark not defined.**
- Gambar 4.7** Sub hirarki antar kriteria **Error! Bookmark not defined.**
- Gambar 4.8** Hasil vektor eigen normalisasi..... **Error! Bookmark not defined.**
- Gambar 4.9** Hasil Perangkingan..... **Error! Bookmark not defined.**

DAFTAR TABEL

Tabel 2.1 Ringkasan Analisis Faktor Strategis Internal IFAS ..	Error! Bookmark not defined.
Tabel 2.2 Analisis Faktor-faktor Eksternal-EFAS	Error! Bookmark not defined.
Tabel 2.3 Matriks SWOT	Error! Bookmark not defined.
Tabel 2.4 Matriks QSPM.....	Error! Bookmark not defined.
Tabel 2.5 Nilai Random Indeks (RI)	Error! Bookmark not defined.
Tabel 2.6 Penelitian Terdahulu.....	Error! Bookmark not defined.
Tabel 3.1 Koefisien Reliabilitas	Error! Bookmark not defined.
Tabel 4.1 Rekapitulasi hasil sebar kuesioner Faktor Strategi Eksternal	Error! Bookmark not defined.
Tabel 4.2 Rekapitulasi hasil sebar kuesioner Faktor Strategi Internal	Error! Bookmark not defined.
Tabel 4.3 Uji Validitas Data Faktor Strategi Eksternal.....	Error! Bookmark not defined.
Tabel 4.4 Uji validitas Data Faktor Strategi Internal .	Error! Bookmark not defined.
Tabel 4.5 Uji Reliabilitas Data Faktor Strategi Eksternal	Error! Bookmark not defined.
Tabel 4.6 Uji Reliabilitas Data Faktor Strategi Internal.....	Error! Bookmark not defined.
Tabel 4.7 Penentuan Bobot Faktor-faktor Eksternal ..	Error! Bookmark not defined.
Tabel 4.8 Penentuan Rating Faktor-faktor Eksternal .	Error! Bookmark not defined.
Tabel 4.9 Ringkasan Analisis Faktor Strategi Eksternal – EFAS ...	Error! Bookmark not defined.

Tabel 4.10	Penentuan Bobot Faktor-faktor Internal... Error! Bookmark not defined.
Tabel 4.11	Penentuan Rating Faktor-faktor Internal ... Error! Bookmark not defined.
Tabel 4.12	Ringkasan Analisis Faktor Strategi Internal – IFAS Error! Bookmark not defined.
Tabel 4.13	Matriks Internal-Eksternal..... Error! Bookmark not defined.
Tabel 4.14	Matriks SWOT Error! Bookmark not defined.
Tabel 4.15	Quantitative Strategic Planning Matrix (QSPM).....Error! Bookmark not defined.
Tabel 4.16	Tabel Matriks Perbandingan Berpasangan untuk KriteriaError! Bookmark not defined.
Tabel 4.17	Tabel Matriks Perbandingan untuk kriteria yang dinormalkan.....Error! Bookmark not defined.
Tabel 4.18	Tabel Matriks Perbandingan Alternatif untuk Kriteria Produk.....Error! Bookmark not defined.
Tabel 4. 19	Tabel Matriks alternatif untuk kriteria produk yang dinormalkan...Error! Bookmark not defined.
Tabel 4.20	Tabel Matriks Perbandingan Alternatif Untuk Kriteria KualitasError! Bookmark not defined.
Tabel 4.21	Tabel Matriks Alternatif untuk kriteria Kualitas yang dinormalkan.Error! Bookmark not defined.
Tabel 4.22	Tabel Matriks Perbandingan Alternatif untuk Kriteria Harga.....Error! Bookmark not defined.
Tabel 4.23	Tabel Matriks Alternatif untuk Kriteria Harga yang dinormalkan....Error! Bookmark not defined.
Tabel 4.24	Tabel Perangkingan..... Error! Bookmark not defined.