

DAFTAR ISI

LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR 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 TABEL	x
DAFTAR GAMBAR.....	xi
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I.....	Error! Bookmark not defined.
PENDAHULUAN.....	Error! Bookmark not defined.
A. Latar Belakang Masalah	Error! Bookmark not defined.
B. Rumusan Masalah.....	Error! Bookmark not defined.
C. Tujuan Penelitian	Error! Bookmark not defined.
D. Manfaat Penelitian	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
A. Keputusan Pembelian Konsumen.....	Error! Bookmark not defined.
1. Pengertian Keputusan Pembelian Konsumen.....	Error! Bookmark not defined.
2. Indikator-indikator Keputusan Pembelian Konsumen.....	Error! Bookmark not defined.
3. Faktor-faktor yang Memengaruhi Keputusan Pembelian Konsumen.....	Error! Bookmark not defined.
4. Proses Pengambilan Keputusan	Error! Bookmark not defined.
B. <i>Celebrity Endorsement</i>	Error! Bookmark not defined.
1. Pengertian <i>Celebrity Endorsement</i>	Error! Bookmark not defined.
2. Aspek-Aspek <i>Celebrity Endorsement</i> ...	Error! Bookmark not defined.
C. <i>Brand Image</i>	Error! Bookmark not defined.
1. Pengertian <i>Brand Image</i>	Error! Bookmark not defined.
2. Indikator-indikator <i>Brand Image</i>	Error! Bookmark not defined.
D. Kerangka Berpikir.....	Error! Bookmark not defined.
E. Bagan Kerangka Berpikir	Error! Bookmark not defined.
F. Hipotesis Penelitian	Error! Bookmark not defined.
BAB III.....	Error! Bookmark not defined.
METODE PENELITIAN	Error! Bookmark not defined.

A.	Metode dan Desain Penelitian	Error! Bookmark not defined.
B.	Definisi Operasional	Error! Bookmark not defined.
C.	Populasi dan Teknik Sampling	Error! Bookmark not defined.
1.	Populasi.....	Error! Bookmark not defined.
2.	Teknik Sampling.....	Error! Bookmark not defined.
D.	Teknik Pengumpulan Data.....	Error! Bookmark not defined.
1.	<i>Blueprint</i> Skala Keputusan Pembelian..	Error! Bookmark not defined.
2.	<i>Blueprint</i> Skala <i>Celebrity Endorsement</i>	Error! Bookmark not defined.
3.	<i>Blueprint</i> Skala <i>Brand Image</i>	Error! Bookmark not defined.
E.	Metode Analisis Instrumen	Error! Bookmark not defined.
1.	Uji Validitas Instrumen Penelitian.....	Error! Bookmark not defined.
2.	Uji Analisis Instrumen Penelitian	Error! Bookmark not defined.
3.	Uji Reliabilitas Instrumen Penelitian ...	Error! Bookmark not defined.
F.	Teknik Analisis Data.....	Error! Bookmark not defined.
1.	Uji Normalitas.....	Error! Bookmark not defined.
2.	Uji Linearitas	Error! Bookmark not defined.
3.	Uji Hipotesis	Error! Bookmark not defined.
4.	Uji Koefisien Determinasi	Error! Bookmark not defined.
5.	Uji Kategorisasi	Error! Bookmark not defined.
BAB IV		Error! Bookmark not defined.
HASIL PENELITIAN DAN PEMBAHASAN		Error! Bookmark not defined.
A.	Prosedur dan Pelaksanaan Penelitian....	Error! Bookmark not defined.
1.	Orientasi Kancan Penelitian.....	Error! Bookmark not defined.
2.	Populasi.....	Error! Bookmark not defined.
3.	Persiapan Penelitian	Error! Bookmark not defined.
B.	Hasil Analisis Data	Error! Bookmark not defined.
1.	Uji Normalitas.....	Error! Bookmark not defined.
2.	Uji Linearitas	Error! Bookmark not defined.
3.	Uji Hipotesis	Error! Bookmark not defined.
4.	Uji Koefisien Determinasi	Error! Bookmark not defined.
5.	Uji Kategorisasi	Error! Bookmark not defined.
C.	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
BAB V.....		Error! Bookmark not defined.
KESIMPULAN DAN SARAN		Error! Bookmark not defined.
A.	Kesimpulan	Error! Bookmark not defined.
B.	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA.....		Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP		Error! Bookmark not defined.

