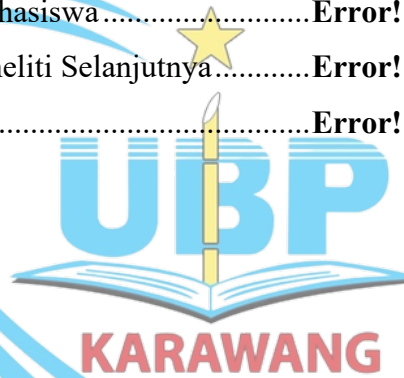


DAFTAR ISI

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.....	VIII
DAFTAR TABEL.....	XI
DAFTAR GAMBAR	XII
DAFTAR LAMPIRAN.....	XIII
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.
1. Manfaat Teoritis	Error! Bookmark not defined.
2. Manfaat Praktis.....	Error! Bookmark not defined.
BAB II.....	Error! Bookmark not defined.
TINJAUAN PUSTAKA	Error! Bookmark not defined.
A. Perilaku Konsumtif	Error! Bookmark not defined.
1. Pengertian Perilaku Konsumtif	Error! Bookmark not defined.
2. Indikator Perilaku Konsumtif.....	Error! Bookmark not defined.
3. Faktor-faktor yang Memengaruhi Perilaku Konsumtif	Error! Bookmark not defined.
not defined.	
B. Harga Diri.....	Error! Bookmark not defined.
1. Pengertian Harga Diri.....	Error! Bookmark not defined.
2. Aspek-aspek Harga Diri	Error! Bookmark not defined.
C. Kerangka Berpikir.....	Error! Bookmark not defined.

D. Bagan Kerangka Berpikir.....	Error! Bookmark not defined.
E. 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 Variabel Penelitian....	Error! Bookmark not defined.
1. Perilaku Konsumtif.....	Error! Bookmark not defined.
2. Harga Diri.....	Error! Bookmark not defined.
C. Populasi dan Teknik Sampel.....	Error! Bookmark not defined.
1. Populasi dan Sampel	Error! Bookmark not defined.
2. Teknik Pengambilan Sampel.....	Error! Bookmark not defined.
D. Teknik Pengumpulan Data.....	Error! Bookmark not defined.
Tabel 3.1.....	Error! Bookmark not defined.
Distribusi Skor Aitem	Error! Bookmark not defined.
E. Metode Analisis Instrumen	Error! Bookmark not defined.
1. Uji Validitas	Error! Bookmark not defined.
2. Analisis Aitem.....	Error! Bookmark not defined.
3. Uji Reliabilitas.....	Error! Bookmark not defined.
F. Teknik Analisis Data.....	Error! Bookmark not defined.
1. Uji Normalitas	Error! Bookmark not defined.
2. Uji Linieritas.....	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 Linieritas.....	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.
1. Saran Untuk Mahasiswa	Error! Bookmark not defined.
2. Saran Untuk Peneliti Selanjutnya.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.



DAFTAR TABEL

<u>Tabel 3.1 Distribusi Skor Aitem</u>	<u>28</u>
<u>Tabel 3.2 <i>Blueprint</i> Skala Perilaku Konsumtif</u>	<u>29</u>
<u>Tabel 3.3 <i>Blueprint</i> Skala Harga Diri</u>	<u>30</u>
<u>Tabel 3.4 Klasifikasi Koefisien Reliabilitas</u>	<u>33</u>
<u>Tabel 3.5 Tabel Klasifikasi Kategori</u>	<u>35</u>
<u>Tabel 4.1 <i>Blueprint</i> Skala Perilaku Konsumtif</u>	<u>39</u>
<u>Tabel 4.2 <i>Blueprint</i> Skala Perilaku Konsumtif Setelah Tryout</u>	<u>40</u>
<u>Tabel 4.3 <i>Blueprint</i> Skala Harga Diri</u>	<u>41</u>
<u>Tabel 4.4 <i>Blueprint</i> Skala Harga Diri Setelah Tryout.....</u>	<u>43</u>
<u>Tabel 4.5 Uji Normalitas.....</u>	<u>42</u>
<u>Tabel 4 6 Uji Linieritas</u>	<u>45</u>
<u>Tabel 4.7 Hasil Uji Regresi Linier Sederhana</u>	<u>46</u>
<u>Tabel 4.8 Koefisien Deteminasi.....</u>	Error! Bookmark not defined. <u>6</u>
<u>Tabel 4.9 Kriteria Kategorisasi Harga Diri.....</u>	Error! Bookmark not defined. <u>8</u>
<u>Tabel 4.10 Kriteria Kategorisasi Perilaku Konsumtif.....</u>	Error! Bookmark not defined. <u>9</u>

DAFTAR GAMBAR

- Gambar 4.1 Sampel Penelitian.....**Error! Bookmark not defined.**
- Gambar 4.2 Hasil Uji Kategorisasi Harga Diri**Error! Bookmark not defined.**
- Gambar 4.3 Hasil Uji Kategorisasi Perilaku Konsumtif..... **Error! Bookmark not defined.**



DAFTAR LAMPIRAN

1. Skala <i>Try Out</i>	58
2. Tabulasi Data <i>Try Out</i>	62
3. Uji Validitas	64
4. Uji Reliabilitas	68
5. Skala Penelitian	69
6. Tabulasi Data Penelitian	73
7. Hasil Analisis Data	101
8. Surat Pengantar Permintaan Data Mahasiswa	106
9. Surat Keterangan Lulus Pengecekan Turnitin	107
10. Surat Keterangan Lulus Penulisan Abstrak	108
11. Lembar Konsultasi Bimbingan Skripsi	109

