

DAFTAR ISI

**PENGARUH HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN
PRODUK FESYEN PADA *MARKETPLACE* SHOPEE**Error! Bookmark not defined.

HALAMAN PERNYATAAN ORISINALITAS ...Error! Bookmark not defined.

LEMBAR PERSETUJUAN PEMBIMBING.....iError! Bookmark not defined.

HALAMAN PENGESAHAN.....Error! Bookmark not defined.

SURAT PERNYATAANv

HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASIvi

KATA PENGANTAR.....Error! Bookmark not defined.

DAFTAR ISI..... 1iii

DAFTAR TABELix

DAFTAR GAMBAR.....5

DAFTAR LAMPIRAN.....6i

BAB I.....Error! Bookmark not defined.

PENDAHULUANError! Bookmark not defined.

1.1 Latar Belakang**Error! Bookmark not defined.**

1.2 Identifikasi Masalah**Error! Bookmark not defined.**

1.3 Batasan Masalah.....**Error! Bookmark not defined.**

1.4 Perumusan Masalah.....**Error! Bookmark not defined.**

1.5 Tujuan Penelitian.....**Error! Bookmark not defined.**

1.6 Manfaat Penelitian.....**Error! Bookmark not defined.**

1.6.1 Manfaat Teoritis.....**Error! Bookmark not defined.**

1.6.2 Manfaat Praktis**Error! Bookmark not defined.**

BAB II.....Error! Bookmark not defined.

TINJAUAN PUSTAKA.....Error! Bookmark not defined.

2.1 Tinjauan Pustaka**Error! Bookmark not defined.**

2.1.1 Pengertian Manajemen.....**Error! Bookmark not defined.**

2.1.2 Manajemen Pemasaran**Error! Bookmark not defined.**

2.1.3 Harga.....**Error! Bookmark not defined.**

2.1.4 Merek**Error! Bookmark not defined.**

2.1.5 Keputusan Pembelian.....**Error! Bookmark not defined.**

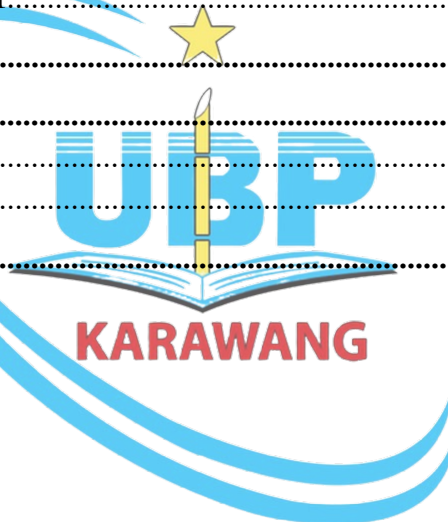
2.2 Hasil Penelitian Terdahulu**Error! Bookmark not defined.**

2.3 Kerangka Pemikiran.....**Error! Bookmark not defined.**

2.3.1 Pengaruh Harga terhadap Keputusan Pembelian**Error! Bookmark not defined.**

2.3.2	Pengaruh Citra Merek terhadap Keputusan Pembelian	Error! Bookmark not defined.
2.3.3	Pengaruh Harga dan Citra Merek terhadap Keputusan Pembelian	Error! Bookmark not defined.
2.3.4	Paradigma Penelitian	Error! Bookmark not defined.
2.4	Hipotesis Penelitian.....	Error! Bookmark not defined.
BAB III		Error! Bookmark not defined.
METODOLOGI PENELITIAN		Error! Bookmark not defined.
3.1	Desain Penelitian.....	Error! Bookmark not defined.
3.2	Lokasi dan Waktu Penelitian.....	29
3.2.1	Lokasi Penelitian	29
3.2.2	Waktu Penelitian	29
3.3	Definisi Operasional Variabel.....	Error! Bookmark not defined.
3.3.1	Definisi Variabel.....	Error! Bookmark not defined.
3.3.2	Operasional Variabel.....	Error! Bookmark not defined.
3.4	Populasi, Sampel dan Teknik Sampling.....	Error! Bookmark not defined.
3.4.1	Populasi Penelitian.....	Error! Bookmark not defined.
3.4.2	Sampel Penelitian.....	Error! Bookmark not defined.
3.4.3	Teknik Sampling.....	Error! Bookmark not defined.
3.5	Pengumpulan Data Penelitian	Error! Bookmark not defined.
3.5.1	Sumber Data Penelitian.....	Error! Bookmark not defined.
3.5.2	Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.5.3	Instrumen Penelitian	Error! Bookmark not defined.
3.5.4	Transformasi Data	Error! Bookmark not defined.
3.6	Analisis Data	Error! Bookmark not defined.
3.6.1	Rancangan Analisis Deskriptif	Error! Bookmark not defined.
3.6.2	Rancangan Analisis Verifikatif.....	Error! Bookmark not defined.
3.6.3	Uji Normalitas.....	Error! Bookmark not defined.
3.6.4	Uji Koefisien Determinasi	Error! Bookmark not defined.
3.6.5	Analisis Regresi Linier Berganda	Error! Bookmark not defined.
3.6.6	Uji Hipotesis	Error! Bookmark not defined.
BAB IV		45
HASIL DAN PEMBAHASAN		45
4.1	Hasil Penelitian	45
4.1.1	Gambaran Umum Disnakertrans Karawang.....	45
4.1.2	Visi Dan Misi Disnakertans Karawang.....	47
4.1.3	Profil Responden	47
4.2	Analisis Deskriptif Variabel Penelitian	59
4.2.1	Distribusi Frekuensi Hasil Jawaban Responden Variabel X1	50

4.2.2	Distribusi Frekuensi Hasil Jawaban Responden Variabel X2	51
4.2.3	Distribusi Frekuensi Hasil Jawaban Responden Variabel Y	52
4.3	Hasil Pengujian Keabsahan Data	53
4.3.1	Pengujian Validitas	53
4.3.2	Pengujian Reliabilitas	57
4.4	Uji Asumsi Klasik	57
4.4.1	Uji Normalitas	57
4.5	Analisis Regresi Linier Berganda	58
4.6	Uji Hipotesis	59
4.6.1	Uji Parsial (Uji t)	59
4.6.2	Uji Simultan (Uji f)	60
4.7	Koefisien Determinasi	61
4.8	Pembahasan	61
4.8.1	Pembahasan Deskriptif Variabel Harga, Citra Merek, Keputusan Pembelian	62
4.8.2	Pembahasan Verifikatif	63
BAB V		65
KESIMPULAN DAN SARAN		65
5.1	Kesimpulan	65
5.2	Saran	66
DAFTAR PUSTAKA		67



DAFTAR TABEL

Tabel 2.1 Hasil Penelitian Terdahulu.....	19
Tabel 3.1 Waktu Penelitian.....	29
Tabel 3.2 Tabel Operasional Variabel	31
Tabel 4.1 Profil Jenis Kelamin Responden.....	48
Tabel 4.2 Data Usia Responden.....	48
Tabel 4.3 Kategori Nilai Mean	49
Tabel 4.4 Distribusi Jawaban Variabel Harga	50
Tabel 4.5 Distribusi Jawaban Variabel Citra Merek	51
Tabel 4.6 Distribusi Jawaban Variabel Keputusan Pembelian	52
Tabel 4.7 Hasil Uji Validitas Variabel Harga.....	53
Tabel 4.8 Hasil Uji Validitas Variabel Citra Merek	54
Tabel 4.9 Hasil Uji Validitas Variabel Keputusan Pembelian.....	55
Tabel 4.10 Hasil Uji Reliabilitas.....	57
Tabel 4.11 Hasil Uji Normalitas.....	58
Tabel 4.12 Hasil Analisis Regresi Linier Berganda.....	58
Tabel 4.13 Hasil Uji Parsial (Uji t).....	59
Tabel 4.14 Hasil Uji Simultan (Uji f)	60
Tabel 4.15 Hasil Uji Koefisien Determinasi.....	61



DAFTAR GAMBAR

Gambar 1.1 Pertumbuhan <i>E-commerce</i>	2
Gambar 1.2 Pertumbuhan Toko Online di Indonesia	3
Gambar 2.1 Paradigma Penelitian.....	26
Gambar 3.1 Desain Penelitian.....	28



DAFTAR LAMPIRAN

Lampiran 1 Surat Izin Penelitian	71
Lampiran 2 Kesioner Penelitian	72
Lampiran 3 Tabulasi Data Hasil Penelitian Lapangan	72
Lampiran 4 Transformasi Data	76
Lampiran 5 Hasil SPSS Uji Validitas	91
Lampiran 6 Hasil SPSS Uji Reliabilitas	94

