

DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS ...	Error! Bookmark not defined.
LEMBAR PERSETUJUAN PEMBIMBING	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	ix
DAFTAR TABEL	xii
DAFTAR GAMBAR	xiii
DAFTAR LAMPIRAN	xiv
BAB 1 PENDAHULUAN	Error! 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.
1.6.2.1 Bagi Penulis	Error! Bookmark not defined.
1.6.2.2 Bagi Perusahaan	Error! Bookmark not defined.
1.6.2.3 Bagi Mahasiswa	Error! Bookmark not defined.
BAB 2 TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 Tinjauan Pustaka	Error! Bookmark not defined.
2.1.1 Manajemen	Error! Bookmark not defined.
2.1.2 Manajemen Pemasaran	Error! Bookmark not defined.

2.1.3	Pemasaran	Error! Bookmark not defined.
2.1.4	Media Sosial.....	Error! Bookmark not defined.
2.1.5	Pemasaran Media Sosial	Error! Bookmark not defined.
2.1.6	Tujuan dan Manfaat Pemasaran Media Sosial.....	Error! Bookmark not defined.
2.1.7	Indikator Pemasaran media sosial....	Error! Bookmark not defined.
2.1.8	Merek	Error! Bookmark not defined.
2.1.9	Citra Merek	Error! Bookmark not defined.
2.1.10	Indikator Citra Merek.....	Error! Bookmark not defined.
2.1.11	Pengertian Perilaku Konsumen	Error! Bookmark not defined.
2.1.12	Pengertian Keputusan Pembelian....	Error! Bookmark not defined.
2.1.13	Proses Keputusan Pembelian Oleh Konsumen Akhir.....	Error! Bookmark not defined.
2.1.14	Indikator Keputusan Pembelian	Error! Bookmark not defined.
2.2	Hasil Penelitian Terdahulu.....	Error! Bookmark not defined.
2.3	Kerangka Pemikiran.....	Error! Bookmark not defined.
2.4	Hipotesis Penelitian.....	Error! Bookmark not defined.
BAB 3	METODOLOGI PENELITIAN.....	Error! Bookmark not defined.
3.1	Desain Penelitian.....	Error! Bookmark not defined.
3.2	Lokasi dan Waktu Penelitian	Error! Bookmark not defined.
3.3	Definisi 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.
3.6	Analisis Data	Error! Bookmark not defined.
3.6.1	Analisis Linear Berganda.....	Error! Bookmark not defined.

3.6.2	Uji Hipotesis	Error! Bookmark not defined.
BAB 4 HASIL DAN PEMBAHASAN Error! Bookmark not defined.		
4.1	Hasil Penelitian	Error! Bookmark not defined.
4.1.1	Profil Lokus Penelitian.....	Error! Bookmark not defined.
4.1.1.1	Profil Scarlett Whitening	Error! Bookmark not defined.
4.1.2	Profil Responden.....	Error! Bookmark not defined.
4.1.3	Hasil Instrumen Penelitian	Error! Bookmark not defined.
4.1.3.1	Uji Instrument	Error! Bookmark not defined.
4.1.3.2	Uji Asumsi Klasik.....	Error! Bookmark not defined.
4.1.4	Transformasi Data.....	Error! Bookmark not defined.
4.1.5	Analisis Deskriptif	Error! Bookmark not defined.
4.1.6	Uji Model, Analisis Verifikatif dan Uji Hipotesis.....	Error! Bookmark not defined.
4.1.6.1	Uji Regresi Linear Berganda	Error! Bookmark not defined.
4.1.6.2	Uji Koefisien Determinasi (R^2).....	Error! Bookmark not defined.
4.1.6.3	Uji Hipotesis	Error! Bookmark not defined.
4.2	Pembahasan Penelitian.....	Error! Bookmark not defined.
4.2.1	Pembahasan Deskriptif.....	Error! Bookmark not defined.
4.2.1.1	Variabel Pemasaran Media Sosial Instagram.....	Error! Bookmark not defined.
4.2.1.2	Variabel Citra Merek	Error! Bookmark not defined.
4.2.1.3	Variabel Keputusan Pembelian.....	Error! Bookmark not defined.
4.2.2	Pembahasan Verifikatif.....	Error! Bookmark not defined.
4.2.2.1	Pengaruh Parsial Pemasaran Media Sosial Instagram Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.
4.2.2.2	Pengaruh Parsial Citra Merek Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.
4.2.2.3	Pengaruh Simultan Media Sosial Instagram dan Citra Merek Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.

BAB 5 KESIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Saran.....	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 2.2.1 Hasil Penelitian Terdahulu.....	Error! Bookmark not defined.
Tabel 3.2.1 Waktu Penelitian	Error! Bookmark not defined.
Tabel 3.3.1 Variabel dan Indikator Penelitian	Error! Bookmark not defined.
Tabel 3.4.1 Pra Survey Karyawan di PT. CSI	Error! Bookmark not defined.
Tabel 3.5.1 Skala Likert.....	Error! Bookmark not defined.
Tabel 4.1.1 Profil Responden.....	Error! Bookmark not defined.
Tabel 4.1.2 Hasil Uji Validitas Variabel Media Sosial Instagram (X1)	Error! Bookmark not defined.
Tabel 4.1.3 Hasil Uji Validitas Variabel Citra Merek (X2).....	Error! Bookmark not defined.
Tabel 4.1.4 Hasil Uji Validitas Variabel Keputusan Pembelian(Y)	Error! Bookmark not defined.
Tabel 4.1.5 Hasil Uji Realibilitas.....	Error! Bookmark not defined.
Tabel 4.1.6 Hasil Uji Normalitas Kolmogorov-Smirnov.....	Error! Bookmark not defined.
Tabel 4.1.7 Skala Likert	Error! Bookmark not defined.
Tabel 4.1.8 Kategori Nilai Mean.....	Error! Bookmark not defined.
Tabel 4.1.9 Distribusi Jawaban Item Variabel Media Sosial Instagram	Error! Bookmark not defined.
Tabel 4.1.10 Distribusi Jawaban Item Variabel Citra Merek.....	Error! Bookmark not defined.
Tabel 4.1.11 Distribusi Jawaban Item Variabel Keputusan Pembelian	Error! Bookmark not defined.
Tabel 4.1.12 Hasil Uji Regresi Linear Berganda ...	Error! Bookmark not defined.

Tabel 4.1.13 Hasil Uji Koefisien Determinasi	Error! Bookmark not defined.
Tabel 4.1.14 Hasil Uji t (Parsial)	Error! Bookmark not defined.
Tabel 4.1.15 Hasil Uji F (Simultan).....	Error! Bookmark not defined.



DAFTAR GAMBAR

Gambar 1.1 Platform Media Sosial Favorit Dunia.**Error! Bookmark not defined.**

Gambar 1.2 Pengguna Internet dan Media Sosial di Indonesia**Error! Bookmark not defined.**

Gambar 1.3 Akun Media Sosial Scarlett Whitening**Error! Bookmark not defined.**

Gambar 1.4 Top 10 *Brand Body Lotion* Terlaris di E-Commerce 2021 **Error! Bookmark not defined.**

Gambar 1.5 Top 10 *Brand Body Lotion* Terlaris di E-Commerce 2022 **Error! Bookmark not defined.**

Gambar 1.6 Top Brand Serum Terlaris 2022.....**Error! Bookmark not defined.**

Gambar 1.7 *Brand Skincare* Terlaris di E-Commerce**Error! Bookmark not defined.**

Gambar 2.1 Tipe Keputusan Pembelian Oleh Konsumen Akhir**Error! Bookmark not defined.**

Gambar 2.2 Paradigma Penelitian.....**Error! Bookmark not defined.**

Gambar 3.1 Desain Penelitian.....**Error! Bookmark not defined.**

Gambar 4.1.1 Logo Scarlett Whitening**Error! Bookmark not defined.**

Gambar 4.1.2 Verifikasi Keaslian Scarlett Whitening**Error! Bookmark not defined.**

DAFTAR LAMPIRAN

Lampiran 1 Surat Izin Penelitian	Error! Bookmark not defined.
Lampiran 2 Kuisisioner Penelitian	Error! Bookmark not defined.
Lampiran 3 Hasil Output Uji Validitas dan Reliabilitas.....	Error! Bookmark not defined.
Lampiran 4 Tabulasi Data.....	Error! Bookmark not defined.
Lampiran 5 Transformasi Data	Error! Bookmark not defined.
Lampiran 6 Hasil Output SPSS Analisis Linear Berganda dan Uji Hipotesis.....	Error! Bookmark not defined.
Lampiran 7 Hasil Output Tingkat Capaian Responden.....	Error! Bookmark not defined.
Lampiran 8 Kartu Bimbingan Skripsi.....	Error! Bookmark not defined.
Lampiran 9 Surat Keterangan Lulus Pengecekan Turnitin.....	Error! Bookmark not defined.
Lampiran 10 Riwayat Hidup.....	Error! Bookmark not defined.

