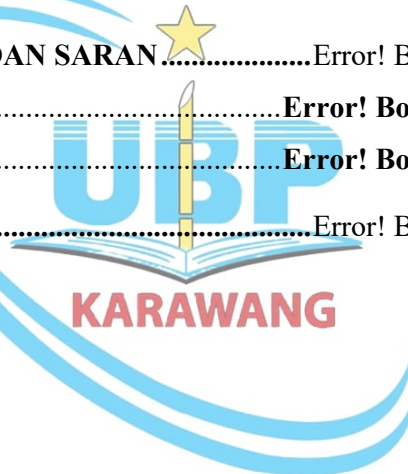


DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS ...	Error! Bookmark not defined.
HALAMAN PENGESAHAN.....	Error! Bookmark not defined.
SURAT PERNYATAAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	x
DAFTAR TABEL	xiii
DAFTAR GAMBAR.....	xvi
DAFTAR GRAFIK.....	xviii
DAFTAR LAMPIRAN	xix
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 Akademis	Error! Bookmark not defined.
1.6.2 Manfaat Praktis	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	<i>Viral marketing</i>	Error! Bookmark not defined.
2.1.4	Harga.....	Error! Bookmark not defined.
2.1.5	Keputusan Pembelian.....	Error! Bookmark not defined.
2.2	Hasil Penelitian Terdahulu	Error! Bookmark not defined.
2.2.1	Hubungan <i>Viral Marketing</i> dan Harga.....	Error! Bookmark not defined.
2.2.2	Pengaruh <i>Viral marketing</i> Terhadap Keputusan Pembelian	Error! Bookmark not defined.
2.2.3	Pengaruh Harga Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.
2.2.4	Pengaruh <i>Viral marketing</i> dan Harga Terhadap Keputusan Pembelian	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.
3.3.1	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.
3.6	Analisis Data	Error! Bookmark not defined.
3.6.1	Rancangan Analisis.....	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.
4.1.2	Profil Responden.....	Error! Bookmark not defined.
4.1.3	Hasil Pengujian Keabsahan Data	Error! Bookmark not defined.
4.1.4	Analisis Deskriptif	Error! Bookmark not defined.
4.1.5	Analisis Verifikatif.....	Error! Bookmark not defined.
4.1.6	Uji Hipotesis	Error! Bookmark not defined.
4.2	Pembahasan Penelitian	Error! Bookmark not defined.
4.2.1	Pembahasan Deskriptif	Error! Bookmark not defined.
4.2.2	Pembahasan Verifikatif.....	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 1. 1 Daftar Menu dan Harga Mie Gacoan....	Error! Bookmark not defined.
Tabel 1. 2 Daftar Menu dan Harga Me Jabxxx.....	Error! Bookmark not defined.
Tabel 2. 1 Hasil Penelitian Terdahulu.....	Error! Bookmark not defined.
Tabel 3. 1 Waktu Penelitian.....	Error! Bookmark not defined.
Tabel 3. 2 Operasional Variabel Penelitian.....	Error! Bookmark not defined.
Tabel 3. 3 Hasil Survei Konsumen Mie Gacoan Cabang Karawang Mahasiswa Manajemen UBP Karawang Angkatan 2018.....	Error! Bookmark not defined.
Tabel 3. 4 Skala Likert.....	Error! Bookmark not defined.
Tabel 3. 5 Rentang Skala	Error! Bookmark not defined.
Tabel 3. 6 Pedoman Interpretasi Koefisien Korelasi	Error! Bookmark not defined.
Tabel 4. 1 Responden Berdasarkan Usia	Error! Bookmark not defined.
Tabel 4. 2 Responden Berdasarkan Jenis Kelamin	Error! Bookmark not defined.
Tabel 4. 3 Responden Berdasarkan Jumlah Pembelian	Error! Bookmark not defined.
Tabel 4. 4 Responden Berdasarkan Sumber Informasi	Error! Bookmark not defined.
Tabel 4. 5 Hasil Uji Validitas Variabel <i>Viral Marketing</i>	Error! Bookmark not defined.
Tabel 4. 6 Hasil Uji Validitas Variabel Harga	Error! Bookmark not defined.
Tabel 4. 7 Hasil Uji Validitas Kinerja Karyawan ..	Error! Bookmark not defined.
Tabel 4. 8 Hasil Uji Reliabilitas.....	Error! Bookmark not defined.
Tabel 4. 9 Uji Normalitas.....	Error! Bookmark not defined.

Tabel 4. 10 Tanggapan Responden Mengenai Peran Intagram Untuk Mengenal Kebutuhan	Error! Bookmark not defined.
Tabel 4. 11 Tanggapan Responden Mengenai Peran Instagram Untuk Menemukan Informasi	Error! Bookmark not defined.
Tabel 4. 12 Tanggapan Responden Mengenai peran <i>public figure</i>	Error! Bookmark not defined.
Tabel 4. 13 Tanggapan Responden Mengenai Promosi Sebagai Pemberi Kesan	Error! Bookmark not defined.
Tabel 4. 14 Tanggapan Responden Mengenai Deskripsi Promosi	Error! Bookmark not defined.
Tabel 4. 15 Tanggapan Responden Mengenai Konten Menarik Dan Informatif	Error! Bookmark not defined.
Tabel 4. 16 Tanggapan Responden Mengenai Detail Konten	Error! Bookmark not defined.
Tabel 4. 17 Tanggapan Responden Mengenai Konten Menarik Pendorong Pembelian.....	Error! Bookmark not defined.
Tabel 4. 18 Tanggapan Responden Mengenai Hubungan Dengan Lingkungan	Error! Bookmark not defined.
Tabel 4. 19 Tanggapan Responden Mengenai Rekomendasi Dari Lingkungan	Error! Bookmark not defined.
Tabel 4. 20 Tanggapan Responden Mengenai Pendapat Dari Lingkungan...	Error! Bookmark not defined.
Tabel 4. 21 Tanggapan Responden Mengenai Waktu Pembelian.....	Error! Bookmark not defined.
Tabel 4. 22 Tanggapan Responden Mengenai Periode Pembelian	Error! Bookmark not defined.
Tabel 4. 23 Tanggapan Responden Mengenai Kepuasan Pasca Pembelian ..	Error! Bookmark not defined.
Tabel 4. 24 Rekapitulasi Hasil Variabel <i>Viral Marketing</i> (X ₁)	Error! Bookmark not defined.
Tabel 4. 25 Tanggapan Responden Mengenai Harga Yang Terjangkau	Error! Bookmark not defined.

Tabel 4. 26 Tanggapan Responden Mengenai Variasi Harga Dan Jenis Menu	Error! Bookmark not defined.
Tabel 4. 27 Tanggapan Responden Mengenai Variasi Harga Dan Tampilan	Error! Bookmark not defined.
Tabel 4. 28 Tanggapan Responden Mengenai Variasi Harga Dan Kualitas Produk	Error! Bookmark not defined.
Tabel 4. 29 Tanggapan Responden Mengenai Harga Dan Kualitas Penyajian	Error! Bookmark not defined.
Tabel 4. 30 Tanggapan Responden Mengenai Harga Dan Kualitas Rasa.....	Error! Bookmark not defined.
Tabel 4. 31 Tanggapan Responden Mengenai Persaingan Harga	Error! Bookmark not defined.
Tabel 4. 32 Tanggapan Responden Mengenai Harga Murah	Error! Bookmark not defined.
Tabel 4. 33 Tanggapan Responden Mengenai Harga Sebagai Keunggulan Bisnis	Error! Bookmark not defined.
Tabel 4. 34 Tanggapan Responden Mengenai Harga Yang Ekonomis	Error! Bookmark not defined.
Tabel 4. 35 Tanggapan Responden Mengenai Produk Memenuhi Ekspektasi	Error! Bookmark not defined.
Tabel 4. 36 Tanggapan Responden Mengenai Manfaat Produk	Error! Bookmark not defined.
Tabel 4. 37 Tanggapan Responden Mengenai Kesesuaian Harga	Error! Bookmark not defined.
Tabel 4. 38 Tanggapan Responden Mengenai Manfaat Yang Dirasakan.....	Error! Bookmark not defined.
Tabel 4. 39 Hasil Rekapitulasi Variabel Harga (X ₂)	Error! Bookmark not defined.
Tabel 4. 40 Tanggapan Responden Mengenai Kalangan Penikmat Produk ..	Error! Bookmark not defined.
Tabel 4. 41 Tanggapan Responden Mengenai Periode Mengkonsumsi	Error! Bookmark not defined.

Tabel 4. 42 Tanggapan Responden Mengenai *Visual Serving***Error! Bookmark not defined.**

Tabel 4. 43 Tanggapan Responden Mengenai Bahan Baku**Error! Bookmark not defined.**

Tabel 4. 44 Tanggapan Responden Mengenai Kualitas Prdouk**Error! Bookmark not defined.**

Tabel 4. 45 Tanggapan Responden Mengenai Ciri Khas**Error! Bookmark not defined.**

Tabel 4. 46 Tanggapan Responden Mengenai Faktor Diferensiasi **Error! Bookmark not defined.**

Tabel 4. 47 Tanggapan Responden Mengenai Layanan Pesanan Online **Error! Bookmark not defined.**

Tabel 4. 48 Tanggapan Responden Mengenai Jasa Titip Pesanan..... **Error! Bookmark not defined.**

Tabel 4. 49 Tanggapan Responden Mengenai Pembelian Saat Ingin **Error! Bookmark not defined.**

Tabel 4. 50 Tanggapan Responden Mengenai Meningkatnya Keinginan **Error! Bookmark not defined.**

Tabel 4. 51 Tanggapan Responden Mengenai Pencarian Informasi..... **Error! Bookmark not defined.**

Tabel 4. 52 Tanggapan Responden Mengenai Informasi Yang Beredar **Error! Bookmark not defined.**

Tabel 4. 53 Tanggapan Responden Mengenai Kemudahan Membayar **Error! Bookmark not defined.**

Tabel 4. 54 Hasil Rekapitulasi Variabel Keputusan Pembelian (Y)..... **Error! Bookmark not defined.**

Tabel 4. 55 Uji Koefisien Korelasi Antara *Viral Marketing* & Harga..... **Error! Bookmark not defined.**

Tabel 4. 56 *Output Analisis Jalur*.....**Error! Bookmark not defined.**

Tabel 4. 58 Pengaruh Langsung dan Tidak Langsung *Viral Marketing* terhadap Keputusan Pembelian.....**Error! Bookmark not defined.**

Tabel 4. 59 Pengaruh Langsung dan Tidak Langsung Harga terhadap Keputusan Pembelian.....	Error! Bookmark not defined.
Tabel 4. 57 Pengaruh <i>Viral Marketing</i> (X1) dan Harga (X2) Terhadap Keputusan Pembelian (Y)	Error! Bookmark not defined.
Tabel 4. 60 Koefisien Determinasi.....	Error! Bookmark not defined.
Tabel 4. 62 Uji t	Error! Bookmark not defined.
Tabel 4. 63 Pengaruh Parsial <i>Viral Marketing</i> terhadap Keputusan Pembelian	Error! Bookmark not defined.
Tabel 4. 64 Pengaruh Parsial Harga terhadap Keputusan Pembelian	Error! Bookmark not defined.
Tabel 4. 61 Pengaruh Simultan <i>Viral Marketing</i> (X1) dan Harga (X2) Terhadap Keputusan Pembelian (Y)	Error! Bookmark not defined.



DAFTAR GAMBAR

Gambar 1. 1 Survei Pengguna Internet di Indonesia	Error! Bookmark not defined.
Gambar 1. 2 Survei Durasi Pengguna Internet Mengkonsumsi Media Sosial	Error! Bookmark not defined.
Gambar 1. 3 Kedai Mie Gacoan Sumber : Official Website Mie Gacoan.....	Error! Bookmark not defined.

Gambar 1. 4 Platform Sosial Media Paling Banyak di Akses **Error! Bookmark not defined.**

Gambar 2. 1 Paradigma Penelitian.....**Error! Bookmark not defined.**

Gambar 3. 1 Bar Scale**Error! Bookmark not defined.**

Gambar 3. 2 Analisis Jalur**Error! Bookmark not defined.**

Gambar 4. 1 Logo Official Mie Gacoan**Error! Bookmark not defined.**

Gambar 4. 2 Bar Skala Indikator Messenger**Error! Bookmark not defined.**

Gambar 4. 3 Bar Skala Indikator Messenger**Error! Bookmark not defined.**

Gambar 4. 4 Bar Skala Indikator Messenger**Error! Bookmark not defined.**

Gambar 4. 5 Bar Skala Indikator Message.....**Error! Bookmark not defined.**

Gambar 4. 6 Bar Skala Indikator Message.....**Error! Bookmark not defined.**

Gambar 4. 7 Bar Skala Indikator Message.....**Error! Bookmark not defined.**

Gambar 4. 8 Bar Skala Indikator Message.....**Error! Bookmark not defined.**

Gambar 4. 9 Bar Skala Indikator Message.....**Error! Bookmark not defined.**

Gambar 4. 10 Bar Skala Indikator Environment....**Error! Bookmark not defined.**

Gambar 4. 11 Bar Skala Indikator Environment....**Error! Bookmark not defined.**

Gambar 4. 12 Bar Skala Indikator Environment....**Error! Bookmark not defined.**

Gambar 4. 13 Bar Skala Indikator Environment....**Error! Bookmark not defined.**

Gambar 4. 14 Bar Skala Indikator Environment....**Error! Bookmark not defined.**

Gambar 4. 15 Bar Skala Indikator Environment....**Error! Bookmark not defined.**

Gambar 4. 16 Bar Skala Rekapitulasi Variabel *Viral Marketing* (X₁)..... **Error! Bookmark not defined.**

Gambar 4. 17 Bar Skala Indikator Keterjangkauan Harga**Error! Bookmark not defined.**

Gambar 4. 18 Bar Skala Indikator Keterjangkauan Harga**Error! Bookmark not defined.**

Gambar 4. 19 Bar Skala Indikator Keterjangkauan Harga**Error! Bookmark not defined.**

Gambar 4. 20 Bar Skala Indikator Kesesuaian Harga Dengan Kualitas Produk
.....**Error! Bookmark not defined.**

Gambar 4. 21 Bar Skala Indikator Kesesuaian Harga Dengan Kualitas Produk
.....**Error! Bookmark not defined.**

Gambar 4. 22 Bar Skala Indikator Kesesuaian Harga Dengan Kualitas Produk**Error! Bookmark not defined.**

Gambar 4. 23 Bar Skala Indikator Daya Saing Harga**Error! Bookmark not defined.**

Gambar 4. 24 Bar Skala Indikator Daya Saing Harga**Error! Bookmark not defined.**

Gambar 4. 25 Bar Skala Indikator Daya Saing Harga**Error! Bookmark not defined.**

Gambar 4. 26 Bar Skala Indikator Daya Saing Harga**Error! Bookmark not defined.**

Gambar 4. 27 Bar Skala Indikator Kesesuaian Harga Dengan Manfaat..... **Error! Bookmark not defined.**

Gambar 4. 28 Bar Skala Indikator Kesesuaian Harga Dengan Manfaat..... **Error! Bookmark not defined.**

Gambar 4. 29 Bar Skala Indikator Kesesuaian Harga Dengan Manfaat..... **Error! Bookmark not defined.**

Gambar 4. 30 Bar Skala Indikator Kesesuaian Harga Dengan Manfaat..... **Error! Bookmark not defined.**

Gambar 4. 31 Bar Skala Rekapitulasi Variabel Harga (X_2)**Error! Bookmark not defined.**

Gambar 4. 32 Bar Skala Indikator Pilihan Produk.**Error! Bookmark not defined.**

Gambar 4. 33 Bar Skala Indikator Pilihan Produk.**Error! Bookmark not defined.**

Gambar 4. 34 Bar Skala Indikator Pilihan Produk.**Error! Bookmark not defined.**

Gambar 4. 35 Bar Skala Indikator Pilihan Produk.**Error! Bookmark not defined.**

Gambar 4. 36 Bar Skala Indikator Pilihan Produk.**Error! Bookmark not defined.**

Gambar 4. 37 Bar Skala Indikator Pilihan Merek..**Error! Bookmark not defined.**

Gambar 4. 38 Bar Skala Indikator Pilihan Merek..**Error! Bookmark not defined.**

Gambar 4. 39 Bar Skala Indikator Pilihan Penyalur**Error! Bookmark not defined.**

Gambar 4. 40 Bar Skala Indikator Pilihan Penyalur**Error! Bookmark not defined.**

Gambar 4. 41 Bar Skala Indikator Waktu Pembelian	Error!	Bookmark not defined.
Gambar 4. 42 Bar Skala Indikator Waktu Pembelian	Error!	Bookmark not defined.
Gambar 4. 43 Bar Skala Indikator Waktu Pembelian	Error!	Bookmark not defined.
Gambar 4. 44 Bar Skala Indikator Waktu Pembelian	Error!	Bookmark not defined.
Gambar 4. 45 Bar Skala Indikator Metode Pembayaran	Error!	Bookmark not defined.
Gambar 4. 46 Bar Skala Rekapitulasi Variabel Keputusan Pembelian (Y)...	Error!	Bookmark not defined.
Gambar 4. 47 Hasil Korelasi Variabel Independen	Error!	Bookmark not defined.
Gambar 4. 49 Koefisien Jalur <i>Viral Marketing</i> (X1) terhadap <i>Customer Satisfaction</i> (Y)	Error!	Bookmark not defined.
Gambar 4. 50 Koefisien Jalur Harga (X2) terhadap Keputusan Pembelian (Y)	Error!	Bookmark not defined.
Gambar 4. 48 Pengaruh <i>Viral Marketing</i> (X1) dan Harga (X2) Terhadap Keputusan Pembelian (Y)	Error!	Bookmark not defined.

DAFTAR GRAFIK

Grafik 1. 1 Usia Konsumen Mie Gacoan	Error!	Bookmark not defined.
Grafik 1. 2 Pendapat para Konsumen mengenai Harga Mie Gacoan	Error!	Bookmark not defined.



DAFTAR LAMPIRAN

Lampiran 1 Surat Izin Penelitian.....	Error! Bookmark not defined.
Lampiran 2 Kuisioner Penelitian	Error! Bookmark not defined.
Lampiran 3 Data Hasil Penelitian Lapangan	Error! Bookmark not defined.

Lampiran 4 Transformasi Data Dengan MSI.....	Error! Bookmark not defined.
Lampiran 5 Hasil Output Perhitungan Statistika ...	Error! Bookmark not defined.
Lampiran 6 Tabel t	Error! Bookmark not defined.
Lampiran 7 Tabel F	Error! Bookmark not defined.
Lampiran 8 Surat Keterangan Lulus Turnitin	Error! Bookmark not defined.
Lampiran 9 Kartu Bimbingan	Error! Bookmark not defined.

