

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.
<i>ABSTRACT</i>	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	ix
DAFTAR TABEL	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.
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. Aspek-Aspek Perilaku Konsumtif	Error! Bookmark not defined.
3. Faktor-Faktor Yang Mempengaruhi Perilaku Konsumtif	Error! Bookmark not defined.
B. Gaya Hidup Hedonis	Error! Bookmark not defined.
1. Pengertian Gaya Hidup Hedonis	Error! Bookmark not defined.
2. Aspek-Aspek Gaya Hidup Hedonis	Error! Bookmark not defined.
3. Faktor-Faktor Yang Mempengaruhi Gaya Hidup Hedonis	Error! Bookmark not defined.
4. Karakteristik Gaya Hidup Hedonis	Error! Bookmark not defined.
C. Kerangka Berpikir	Error! Bookmark not defined.
D. 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. Gaya Hidup Hedonis	Error! Bookmark not defined.
C. Populasi, Sampel dan Teknik Sampel.....	Error! Bookmark not defined.
1. Populasi	Error! Bookmark not defined.
2. Sampel.....	Error! Bookmark not defined.
3. Teknik <i>Sampling</i>	Error! Bookmark not defined.
D. Teknik Pengumpulan Data.....	Error! Bookmark not defined.
1. Skala Gaya Hidup Hedonis	Error! Bookmark not defined.
2. Skala Perilaku Konsumtif.....	Error! Bookmark not defined.
E. Metode Analisis Instrumen	Error! Bookmark not defined.
1. Uji Validitas	Error! Bookmark not defined.
2. Uji 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 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.
LAMPIRAN.....	Error! Bookmark not defined.

