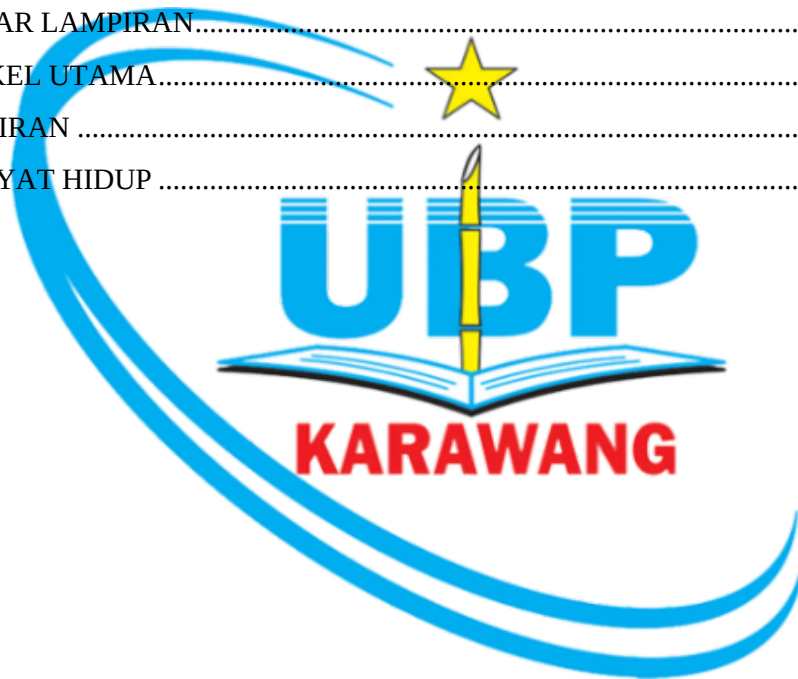


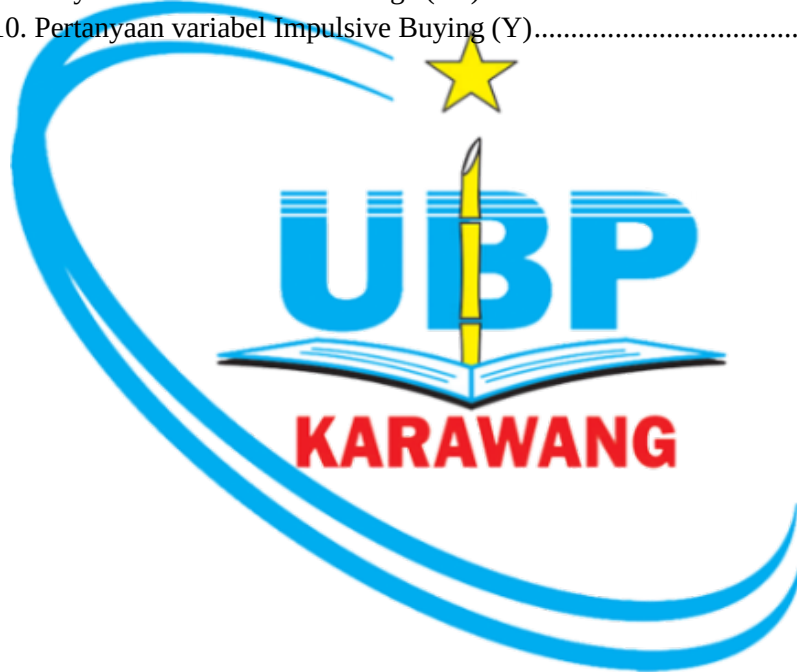
DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS.....	Error! Bookmark not defined.
LEMBAR PERSETUJUAN PEMBIMBING	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
SURAT PERNYATAAN	iv
KATA PENGANTAR	v
DAFTAR ISI.....	vii
DAFTAR TABEL.....	viii
DAFTAR GAMBAR	ix
DAFTAR LAMPIRAN.....	x
ARTIKEL UTAMA.....	1
LAMPIRAN	13
RIWAYAT HIDUP	24



DAFTAR TABEL

Tabel 1. Top 100 Best-selling Artists on Gaon (2010~2022.01)	2
Tabel 2. Uji Korelasi.....	7
Tabel 3. Hasil Uji Korelasi	7
Tabel 4. Hasil Uji Parsial	8
Tabel 5. Pengaruh Parsial <i>Brand ambassador</i> (X2) Terhadap <i>Impulsive buying</i> (Y).....	8
Tabel 6. Pengaruh Parsial <i>Brand image</i> (X2) Terhadap <i>Impulsive buying</i> (Y)	9
Tabel 7. Hasil Uji F.....	9
Tabel 8. Uji Koefisien Determinasi.....	9
Tabel 9. Pengaruh Simultan Brand Ambassador (X1) dan Brand Image (X2) Terhadap Impulsive Buying (Y)	10
Tabel 8. Pernyataan Variabel Brand Ambassador (X1).....	16
Tabel 9. Pernyataan Variabel Brand Image (X2).....	17
Tabel 10. Pertanyaan variabel Impulsive Buying (Y).....	18



DAFTAR GAMBAR

Gambar 1. Brosur Event Photocard NCT 127 X Nature Republic	3
Gambar 2. Penjualan Beauty Brand 2020	4
Gambar 3. Analisis Jalur Brand Ambassador dan Brand Image Terhadap Impulsive Buying Penggemar NCT 127	10
Gambar 4. Bukti LoA.....	13
Gambar 5. Bukti Turnitin.....	14
Gambar 6. Kartu Bimbingan (1)	22
Gambar 7. Kartu Bimbingan (2)	23



DAFTAR LAMPIRAN

Lampiran 1. LOA Artikel Utama.....	13
Lampiran 2. Bukti Turnitin	14
Lampiran 3. Kuisisioner Penelitian	15
Lampiran 4. Hasil Olah Data	19
Lampiran 5. Kartu Bimbingan	22

