

DAFTAR ISI

TUGAS AKHIR	Error! Bookmark not defined.
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	i
DAFTAR TABEL.....	5
DAFTAR GAMBAR.....	6
DAFTAR RUMUS	7
DAFTAR LAMPIRAN	8
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Manfaat Penelitian	Error! Bookmark not defined.
1.5 Batasan Masalah	Error! Bookmark not defined.
1.5.1 Batasan Masalah Penelitian	Error! Bookmark not defined.
1.5.2 Asumsi Penelitian	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1 Analisis SWOT	Error! Bookmark not defined.
2.2 Matriks Internal IE.....	Error! Bookmark not defined.
2.3 Strategi Pemasaran.....	Error! Bookmark not defined.
2.4 Bauran Pemasaran.....	Error! Bookmark not defined.
2.5 Keputusan Pembelian.....	Error! Bookmark not defined.
2.5.1 Peran Keputusan Pembelian	Error! Bookmark not defined.

2.5.2 Tahapan Proses Keputusan Pembelian	Error! Bookmark not defined.
2.5.3 Proses Pembelian Konsumen	Error! Bookmark not defined.
2.6 Daya Saing	Error! Bookmark not defined.
2.7 Penelitian Terkait	Error! Bookmark not defined.
2.8 Kerangka Pemikiran.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Objek Penelitian.....	Error! Bookmark not defined.
3.3 Populasi dan Sampel	Error! Bookmark not defined.
3.4 Jenis Sumber Data.....	Error! Bookmark not defined.
3.5 Teknik Pengambilan Sampel	Error! Bookmark not defined.
3.6 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.7 Definisi Operasional Variabel.....	Error! Bookmark not defined.
3.8 Uji Instrumen Penelitian	Error! Bookmark not defined.
3.9 Analisis Data	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Gambaran Umum Perusahaan.....	Error! Bookmark not defined.
4.2 Analisis SWOT.....	Error! Bookmark not defined.
4.2.1 Strength	Error! Bookmark not defined.
4.2.2 Weaknesses	Error! Bookmark not defined.
4.2.3 Opportunity	Error! Bookmark not defined.
4.2.4 Threat.....	Error! Bookmark not defined.
4.3 Matriks SWOT	Error! Bookmark not defined.
4.4 Uji Kualitas Data	Error! Bookmark not defined.
4.4.1 Uji Validitas	Error! Bookmark not defined.
4.4.2 Uji Reliabilitas.....	Error! Bookmark not defined.
4.5 Matriks IFAS & EFAS	Error! Bookmark not defined.
4.5.1 Matriks IFAS	Error! Bookmark not defined.
4.5.2 Matriks EFAS	Error! Bookmark not defined.

4.6	Kuadran SWOT	Error! Bookmark not defined.
4.7	Pembahasan	Error! Bookmark not defined.
4.7.1	Implementasi Analisis SWOT Pada Restoran A&W Rest Area KM 62 Error! Bookmark not defined.	
4.7.2	Peranan Analisis SWOT Dalam Meningkatkan Daya Saing Restoran A&W Rest Area KM 62.....	Error! Bookmark not defined.
1.	Product (Produk)	Error! Bookmark not defined.
2.	Price (Harga)	Error! Bookmark not defined.
3.	Place (Distribusi).....	Error! Bookmark not defined.
4.	Promotion (Promosi)	Error! Bookmark not defined.
5.	People (Sumber Daya Manusia).....	Error! Bookmark not defined.
6.	Process (Proses).....	Error! Bookmark not defined.
7.	Physical Evidence (Bukti Fisik)	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
PENUTUP	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 Data Hasil Penjualan Tahun 2021 2022	4
Tabel 2.1 Matriks SWOT	11
Tabel 2.2 Referensi penelitian terdahulu.....	25
Tabel 3.1 Definisi Operasional Variabel	39
Tabel 3.2 Matriks SWOT	42
Tabel 4.1 Matriks SWOT	51
Tabel 4.2 Hasil Uji Validitas	53
Tabel 4.3 Hasil Uji Reliabilitas	54
Tabel 4.4 Matriks IFAS	55
Tabel 4.5 Matriks EFAS.....	57

DAFTAR GAMBAR

Gambar 1.1 Perbedaan jumlah followers Instagram	4
Gambar 1.2 Grafik penjualan periode 2021-2022 Error! Bookmark not defined.	
Gambar 1.3 Grafik perbandingan penjualan 2021-2022 Error! Bookmark not defined.	
Gambar 2.1 Kerangka Pemikiran	Error! Bookmark not defined.
Gambar 3.1 Diagram Penelitian	36
Gambar 3.2 Kuadran Analisis SWOT	Error! Bookmark not defined.
Gambar 4. 1 Kuadran SWOT	57



DAFTAR RUMUS

Rumus 3.1 Rumus Slovin.....	38
------------------------------------	----



DAFTAR LAMPIRAN

Lampiran 1. 1 Kompetitor KFC	71
Lampiran 1. 2 Kompetitor MCD	71
Lampiran 1. 3 Restaurant A&W Km 62	72
Lampiran 1. 4 Area Dining A&W KM 62	72
Lampiran 1. 5 Surat Ijin Penelitian TA	73
Lampiran 1. 6 Hasil Uji Validitas IFAS	74
Lampiran 1. 7 Hasil Uji Validitas EFAS.....	75
Lampiran 1. 8 Hasil Uji Reabilitas <i>Strength</i>	76
Lampiran 1. 9 Hasil Uji Reabilitas <i>Weakness</i>	76
Lampiran 1. 10 Hasil Uji Reabilitas <i>Opportunity</i>	77
Lampiran 1. 11 Hasil Uji Reabilitas <i>Threats</i>	77
Lampiran 1. 12 Kuisoner Bobot 1	78
Lampiran 1. 13 Kuisoner Bobot 2	79
Lampiran 1. 14 Kuisoner Rating Internal.....	80
Lampiran 1. 15 Kuisoner Rating External.....	81



KARAWANG