

DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS.....	Error! Bookmark not defined.
HALAMAN PERSETUJUAN PEMBIMBING	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.
DAFTAR ISI.....	v
DAFTAR TABEL	vii
DAFTAR GAMBAR	viii
DAFTAR LAMPIRAN	ix
ABSTRAK	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
PENDAHULUAN.....	Error! Bookmark not defined.
TINJAUAN PUSTAKA	Error! Bookmark not defined.
Manajemen Pemasaran	Error! Bookmark not defined.
Bauran Pemasaran (<i>Marketing Mix</i>).....	Error! Bookmark not defined.
<i>Word Of Mouth</i>	Error! Bookmark not defined.
Media Sosial TikTok.....	Error! Bookmark not defined.
Keputusan Pembelian	Error! Bookmark not defined.
KERANGKA PEMIKIRAN.....	Error! Bookmark not defined.
Pengaruh <i>Word Of Mouth</i> Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.
Pengaruh Media Sosial Terhadap Keputusan Pembelian..	Error! Bookmark not defined.
Pengaruh <i>Word Of Mouth</i> dan Media Sosial Terhadap Keputusan Pembelian	Error! Bookmark not defined.
HIPOTESIS	Error! Bookmark not defined.
METODE PENELITIAN	Error! Bookmark not defined.
HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
1. Uji Validitas.....	Error! Bookmark not defined.

2. Uji Reliabilitas	Error! Bookmark not defined.
3. Uji Normalitas	Error! Bookmark not defined.
4. Uji Multikolinearitas	Error! Bookmark not defined.
5. Uji Heteroskedastisitas	Error! Bookmark not defined.
6. Analisis Regresi Linier Berganda	Error! Bookmark not defined.
7. Uji Koefisiensi Determinasi	Error! Bookmark not defined.
8. Uji T (Parsial)	Error! Bookmark not defined.
9. Uji F (Simultan)	Error! Bookmark not defined.
Pembahasan	Error! Bookmark not defined.
Pengaruh <i>Word Of Mouth</i> Terhadap Keputusan Pembelian	Error! Bookmark not defined.
Pengaruh Media Sosial TikTok Terhadap Keputusan Pembelian	Error! Bookmark not defined.
Pengaruh <i>Word Of Mouth</i> dan Media Sosial Terhadap Keputusan Pembelian	Error! Bookmark not defined.
Kesimpulan dan Implikasi	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.

KARAWANG



DAFTAR TABEL

Tabel 1. Karakteristik Responden	Error! Bookmark not defined.
Tabel 2. Uji Validitas	Error! Bookmark not defined.
Tabel 3. Uji Reliabilitas.....	Error! Bookmark not defined.
Tabel 4. Uji Normalitas.....	Error! Bookmark not defined.
Tabel 5. Uji Multikolinearitas	Error! Bookmark not defined.
Tabel 6. Uji Heteroskedastisitas	Error! Bookmark not defined.
Tabel 7. Uji Regresi Linier Berganda	Error! Bookmark not defined.
Tabel 8. Uji Koefisiensi Determinasi.....	Error! Bookmark not defined.
Tabel 9. Uji F (Simultan).....	Error! Bookmark not defined.



DAFTAR GAMBAR

Gambar 1. Jumlah Konsumen yang Menggunakan Jasa Wedding Organizer Yasiah Make-up Tahun 2023-2024 Error! Bookmark not defined.

Gambar 2. Data Penggunaan Media Sosial di Indonesia Tahun 2024...Error! Bookmark not defined.

Gambar 3. Pradigma Penelitian Error! Bookmark not defined.



DAFTAR LAMPIRAN

Lampiran 1. LoA Submit Artikel	Error! Bookmark not defined.
Lampiran 2. Surat Keterangan Hasil Turnitin	Error! Bookmark not defined.
Lampiran 3. Kartu Bimbingan Tugas Akhir	Error! Bookmark not defined.
Lampiran 4. Sertifikat TOFEL	Error! Bookmark not defined.
Lampiran 5. Sertifikat ICBENS.....	Error! Bookmark not defined.
Lampiran 6. Sertifikat Uji Kompetensi.....	Error! Bookmark not defined.
Lampiran 7. SKPI	Error! Bookmark not defined.
Lampiran 8. Instrumen Kuesioner	Error! Bookmark not defined.
Lampiran 9. Tabulasi Data	Error! Bookmark not defined.
Lampiran 10. Analisis Rentang Skala	Error! Bookmark not defined.
Lampiran 11. Hasil Olah Data SPSS	Error! Bookmark not defined.
Lampiran 12. Bukti penyebaran kuesioner.....	Error! Bookmark not defined.



