

DAFTAR ISI

| | |
|---|-------------------------------------|
| KATA PENGANTAR | Error! Bookmark not defined. |
| DAFTAR ISI..... | 1 |
| TINJAUAN PUSTAKA..... | Error! Bookmark not defined. |
| Manajemen Pemasaran..... | Error! Bookmark not defined. |
| Bauran Pemasaran (Marketing Mix)..... | Error! Bookmark not defined. |
| Kepercayaan | Error! Bookmark not defined. |
| Testimoni..... | Error! Bookmark not defined. |
| Keputusan Pembelian..... | Error! Bookmark not defined. |
| KERANGKA PEMIKIRAN DAN HIPOTESIS PENELITIAN..... | Error! Bookmark not defined. |
| METODE PENELITIAN..... | Error! Bookmark not defined. |
| HASIL PENELITIAN DAN PEMBAHASAN | Error! Bookmark not defined. |
| Hasil Penelitian | Error! Bookmark not defined. |
| Pembahasan..... | Error! Bookmark not defined. |
| Pengaruh Kepercayaan Konsumen terhadap Keputusan Pembelian..... | Error! Bookmark not defined. |
| Pengaruh Testimoni Konsumen terhadap Keputusan Pembelian | Error! Bookmark not defined. |
| Pengaruh Simultan Kepercayaan dan Testimoni terhadap Keputusan Pembelian | Error! Bookmark not defined. |
| Hubungan antara Testimoni dan Kepercayaan Konsumen..... | Error! Bookmark not defined. |
| KESIMPULAN DAN IMPLIKASI..... | Error! Bookmark not defined. |
| Kesimpulan..... | Error! Bookmark not defined. |
| Implikasi Penelitian..... | Error! Bookmark not defined. |
| DAFTAR PUSTAKA..... | Error! Bookmark not defined. |
| LAMPIRAN..... | Error! Bookmark not defined. |
| Lampiran 1. Hasil Uji Turnitin..... | Error! Bookmark not defined. |
| Lampiran 2. Variable Penelitian | Error! Bookmark not defined. |
| Lampiran 3. Rekapitulasi Variabel..... | Error! Bookmark not defined. |
| Lampiran 4. Sertifikat Presenter ICBENS | Error! Bookmark not defined. |
| Lampiran 5. Kartu Bimbingan | Error! Bookmark not defined. |

Lampiran 6. Kuisisioner Penelitian..... **Error! Bookmark not defined.**
Lampiran 7. Data Mentah (Raw Data Responden) **Error! Bookmark not defined.**
Lampiran 8. Output SPSS **Error! Bookmark not defined.**
Lampiran 9. Dokumentasi Penelitian **Error! Bookmark not defined.**

