

DAFTAR ISI

HALAMAN PERNYATAAN ORISINALITAS	Error! Bookmark not defined.
LEMBAR PERSETUJUAN PEMBIMBING	Error! Bookmark not defined.
HALAMAN PENGESAHAN.....	Error! Bookmark not defined.
SURAT PERNYATAAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS.....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	vii
DAFTAR TABEL	viii
DAFTAR GAMBAR.....	ix
DAFTAR LAMPIRAN.....	1
1. PENDAHULUAN	Error! Bookmark not defined.
2. METODE PENELITIAN	Error! Bookmark not defined.
2.1. Kerangka Dasar Penelitian.....	Error! Bookmark not defined.
2.2. Tinjauan Pustaka	Error! Bookmark not defined.
3. HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
3.1. Analisis deskriptif.....	Error! Bookmark not defined.
3.2. Pengujian Instrumen.....	Error! Bookmark not defined.
3.3. Rancangan analisis.....	Error! Bookmark not defined.
3.4. Uji Hipotesis.....	Error! Bookmark not defined.
3.5. Pembahasan	Error! Bookmark not defined.
4. KESIMPULAN	Error! Bookmark not defined.
REFERENCES	Error! Bookmark not defined.

DAFTAR TABEL

- Tabel 1.** Menunjukkan hasil Pra-Kusioner banyaknya pekerjaan yang pernah melakukan kegiatan thrifting **Error! Bookmark not defined.**
- Tabel 2.** Menunjukkan hasil Pra-Kusioner Alasan melakukan kegiatan thrifting.....**Error! Bookmark not defined.**
- Tabel 3.** Menunjukkan hasil Pra-Kusioner Alasan tidak melakukan kegiatan thrifting...**Error! Bookmark not defined.**
- Tabel 4.** Data Universitas yang menjadi tempat peneliti mencari data ..**Error! Bookmark not defined.**
- Tabel 5.** Data Angkatan Responden yang mengisi angket penelitian.....**Error! Bookmark not defined.**
- Tabel 6.** Pengujian Validitas Variabel Brand Image **Error! Bookmark not defined.**
- Tabel 7.** Pengujian Validitas Variabel Harga yang Murah..... **Error! Bookmark not defined.**
- Tabel 8.** Pengujian Validitas Variabel Keputusan Pembelian . **Error! Bookmark not defined.**
- Tabel 9.** Uji Reliabilitas..... **Error! Bookmark not defined.**
- Tabel 10.** Uji normalitas (Kolmogorov-Smirnov)..... **Error! Bookmark not defined.**
- Tabel 11.** Uji Multikolinearitas..... **Error! Bookmark not defined.**
- Tabel 12.** Regresi Linear Berganda **Error! Bookmark not defined.**
- Tabel 13.** Uji T (Parsial)..... **Error! Bookmark not defined.**
- Tabel 14.** Uji F (Simultan)..... **Error! Bookmark not defined.**
- Tabel 15.** Tabel Koefisien Determinasi..... **Error! Bookmark not defined.**

DAFTAR GAMBAR

Gambar 1. Penjelasan Paradigma penelitian **Error! Bookmark not defined.**

Gambar 2. Grafik Scatterplot..... **Error! Bookmark not defined.**



DAFTAR LAMPIRAN

lampiran 1 Instrumen Penelitian	Error! Bookmark not defined.
lampiran 2 Tabulasi Data	Error! Bookmark not defined.
lampiran 3 Bukti Penyebaran Kuesioner	Error! Bookmark not defined.
lampiran 4 Letter Of Acceptance	Error! Bookmark not defined.
lampiran 5 Kartu Bimbingan	Error! Bookmark not defined.
lampiran 6 Surat Keterangan Lulus Pengecekan Turnitin	Error! Bookmark not defined.
lampiran 7 Sertifikat Uji Kompetensi.....	Error! Bookmark not defined.
lampiran 8 Bukti Toefl	Error! Bookmark not defined.
lampiran 9 SKPI	Error! Bookmark not defined.
lampiran 10 Daftar Riwayat Hidup	Error! Bookmark not defined.

