

DAFTAR ISI

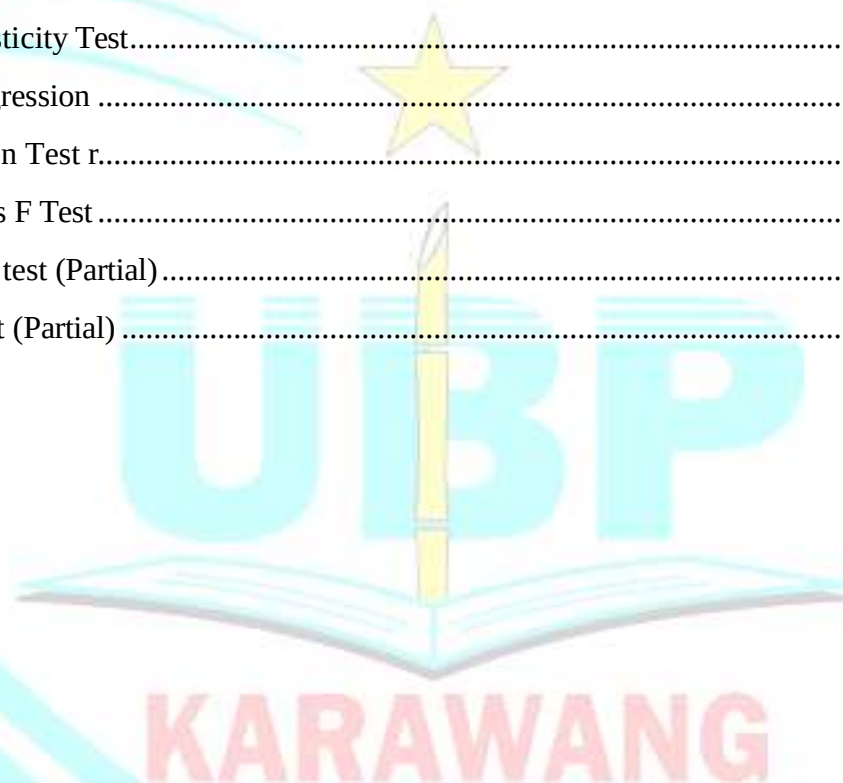
PERNYATAAN ORISINALITAS	i
LEMBAR PERSETUJUAN PEMBIMBING.....	ii
HALAMAN PENGESAHAN	iii
SURAT PERNYATAAN	iv
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS	v
KATA PENGANTAR	vi
DAFTAR ISI	viii
DAFTAR GAMBAR.....	x
DAFTAR TABEL.....	xiii
DAFTAR LAMPIRAN	xiv
ABSTRAK	xv
ABSTRACT	xvi
INTRODUCTION	624
Research Objectives	625
LITERATURE REVIEW	625
Promotion	625
Price	626
Purchase intention.....	626
Hypothesis	626
METHODS.....	626
Research Design	626
Population	627
Sample	627
Sampling Technique	627
Data Collection Technique	627
Data source	627
Analysis Technique.....	627
RESULTS AND DISCUSSION	627
Validity Test	627
Reliability Test.....	627
Normality Test.....	628
Multicollinearity Test	628
Heteroscedasticity Test.....	628

Multiple Regression Analysis.....	629
Determination Test r.....	629
T Test (Partial).....	630
DISCUSSION.....	630
The Effect of Promotion on Buying Interest	630
The Effect of Price on Purchase Interest	630
The Effect of Promotion and Price on Buying Interest	631
CONCLUSION	631
REFERENCES	631
LAMPIRAN	634
RIWAYAT HIDUP	647



DAFTAR GAMBAR

Image 1. Promotion at indomaret store cashier	624
Image 2. Framework	626
Image 3. Data Normality Test	628
Image 4. Multicollinearity Test	623
Image 5. Heteroscedasticity Test	628
Image 6. Multiple Regression	629
Image 7. Determination Test r^2	629
Image 8. Simultaneous F Test	629
Image 9. Promotion T test (Partial)	630
Image 10. Price T Test (Partial)	630



DAFTAR TABEL

Table 1. Sales Data of Yummy Choice Coffee Gold	624
Table 2. Reliability Test	627



DAFTAR LAMPIRAN

Lampiran 1. Kartu Bimbingan Tugas Akhir.....	634
Lampiran 2. Kuisoner Penelitian	635
Lampiran 3. Hasil Jawaban Kuisoner.....	638
Lampiran 4. Hasil Keterangan Lulus Turnitin.....	641
Lampiran 5. Sertifikat Kompetensi	642
Lampiran 6. Sertifikat Icbens Presenter.....	643
Lampiran 7. Bukti LoA	644
Lampiran 8. Sertifikat TOEFL	645
Lampiran 9. Bukti SKPI.....	646

