

DAFTAR ISI

HALAMAN JUDUL	Error! Bookmark not defined.
PERSETUJUAN SKRIPSI	Error! Bookmark not defined.
PENGESAHAN KELULUSAN UJIAN	Error! Bookmark not defined.
PERNYATAAN ORISINALITAS SKRIPSI	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	4
DAFTAR GAMBAR	5
BAB 1 BAB I	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Penelitian Terdahulu	Error! Bookmark not defined.
1.3 Perumusan Masalah	Error! Bookmark not defined.
1.4 Tujuan Penelitian	Error! Bookmark not defined.
1.5 Manfaat Penelitian	Error! Bookmark not defined.
1.6 Sistematika Penulisan	Error! Bookmark not defined.
BAB 2 BAB II	Error! Bookmark not defined.
2.1 Landasan Teori	Error! Bookmark not defined.
2.1.1 Perilaku Konsumen	Error! Bookmark not defined.
2.1.2 Keputusan Pembelian	Error! Bookmark not defined.
2.1.3 Proses Keputusan Pembelian.....	Error! Bookmark not defined.
2.1.4 Kualitas Produk	Error! Bookmark not defined.
2.1.5 Promosi.....	Error! Bookmark not defined.
2.1.6 Desain Produk	Error! Bookmark not defined.
2.2 Hubungan Antar Variabel.....	Error! Bookmark not defined.
2.2.1 Pengaruh Kualitas Produk Terhadap Keputusan Pembelian	Error!
Bookmark not defined.	
2.2.2 Pengaruh Promosi terhadap Keputusan Pembelian	Error! Bookmark not
defined.	

2.2.3 Pengaruh Desain Produk terhadap Keputusan Pembelian	Error! Bookmark not defined.
2.3 Kerangka Pemikiran Teoritis	Error! Bookmark not defined.
2.4 Hipotesis	Error! Bookmark not defined.
BAB 3 BAB III	Error! Bookmark not defined.
3.1 Variabel Penelitian dan Definisi Operasional Variabel	Error! Bookmark not defined.
3.1.1 Variabel Penelitian	Error! Bookmark not defined.
3.1.2 Definisi Operasional dan Pengukuran Variabel	Error! Bookmark not defined.
3.2 Populasi dan Sampel	Error! Bookmark not defined.
3.2.1 Populasi	Error! Bookmark not defined.
3.2.2 Sampel	Error! Bookmark not defined.
3.3 Jenis Data	Error! Bookmark not defined.
3.4 Metode Pengumpulan Data	Error! Bookmark not defined.
3.4.1 Kuesioner (Angket)	Error! Bookmark not defined.
3.5 Metode Analisis	Error! Bookmark not defined.
3.5.1 Metode Analisis Data	Error! Bookmark not defined.
3.5.2 Uji Instrumen	Error! Bookmark not defined.
3.5.3 Uji Asumsi Klasik	Error! Bookmark not defined.
3.5.4 Analisis Regresi Linear Berganda	Error! Bookmark not defined.
3.5.5 Uji Goodness of Fit	Error! Bookmark not defined.
3.5.6 Uji - t (uji koefisien regresi parsial)	Error! Bookmark not defined.
BAB 4 BAB IV	Error! Bookmark not defined.
4.1 Deskripsi Statistik	Error! Bookmark not defined.
4.1.1 Gambaran Umum Responden	Error! Bookmark not defined.
4.1.2 Karakteristik Responden	Error! Bookmark not defined.
4.2 Analisis Data	Error! Bookmark not defined.
4.2.1 Uji Validitas dan Reliabilitas	Error! Bookmark not defined.
4.2.2 Deskripsi Jawaban Responden	Error! Bookmark not defined.
4.2.3 Uji Asumsi Klasik	Error! Bookmark not defined.
4.2.4 Analisis Regresi Linier Berganda	Error! Bookmark not defined.
4.2.5 Uji <i>Goodness of Fit</i>	Error! Bookmark not defined.
4.2.6 Uji Hipotesis (Uji t)	Error! Bookmark not defined.

- 4.3 Pembahasan **Error! Bookmark not defined.**
- 4.3.1 Pengaruh Kualitas Produk Terhadap Keputusan Pembelian **Error!
Bookmark not defined.**
- 4.3.2 Pengaruh Promosi terhadap Keputusan Pembelian **Error! Bookmark not
defined.**
- 4.3.3 Pengaruh Desain Produk terhadap Keputusan Pembelian **Error! Bookmark
not defined.**

BAB 5 BAB V **Error! Bookmark not defined.**

- 5.1 Simpulan **Error! Bookmark not defined.**
- 5.2 Saran **Error! Bookmark not defined.**
- 5.2.1 Saran Untuk Perusahaan **Error! Bookmark not defined.**
- 5.2.2 Saran Untuk Penelitian Mendatang **Error! Bookmark not defined.**

DAFTAR PUSTAKA **Error! Bookmark not defined.**

LAMPIRAN-LAMPIRAN **Error! Bookmark not defined.**



DAFTAR TABEL

Tabel 1. 1 Data Penjualan Mobil Toyota “Avanza” Di Nasmoco Kaligawe Semarang	Error! Bookmark not defined.
Tabel 2. 1 Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 2. 2 Hipotesis	Error! Bookmark not defined.
Tabel 3. 1 Definisi Operasional	Error! Bookmark not defined.
Tabel 4. 1 Penyebaran Kuesioner	Error! Bookmark not defined.
Tabel 4. 2 Responden Berdasarkan Usia	Error! Bookmark not defined.
Tabel 4. 3 Responden Berdasarkan Jenis Kelamin	Error! Bookmark not defined.
Tabel 4. 4 Karakteristik Responden Berdasarkan Jenis Kelamin	Error! Bookmark not defined.
Tabel 4. 5 Responden Berdasarkan Pendidikan.....	Error! Bookmark not defined.
Tabel 4. 6 Responden Berdasarkan Pendapatan	Error! Bookmark not defined.
Tabel 4. 7 Uji Validitas Variabel Penelitian	Error! Bookmark not defined.
Tabel 4. 8 Hasil Pengujian Reliabilitas.....	Error! Bookmark not defined.
Tabel 4. 9 Angka Indeks Jawaban Tentang Kualitas Produk	Error! Bookmark not defined.
Tabel 4. 10 Angka Indeks Jawaban Tentang Promosi	Error! Bookmark not defined.
Tabel 4. 11 Angka Indeks Jawaban Tentang Desain Produk	Error! Bookmark not defined.
Tabel 4. 12 Angka Indeks Jawaban Tentang Keputusan Pembelian	Error! Bookmark not defined.
Tabel 4. 13 Uji Normalitas.....	Error! Bookmark not defined.
Tabel 4. 14 Pengujian Multikolonieritas.....	Error! Bookmark not defined.
Tabel 4. 15 Uji Glejser.....	Error! Bookmark not defined.
Tabel 4. 16 Hasil Analisis Regresi Linier Berganda	Error! Bookmark not defined.
Tabel 4. 17 Hasil Uji Koefisien Determinasi.....	Error! Bookmark not defined.
Tabel 4. 18 Hasil Uji Signifikansi Simultan (Uji Statistik F)	Error! Bookmark not defined.
Tabel 4. 19 Hasil Analisis Regresi Linier Berganda	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 2. 1 Kerangka Pemikiran.....**Error! Bookmark not defined.**

Gambar 4. 1 Uji Normalitas Data**Error! Bookmark not defined.**

Gambar 4. 2 Uji Heteroskedastisitas.....**Error! Bookmark not defined.**

