

DAFTAR ISI

BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah Penelitian	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Ruang Lingkup Penelitian.....	Error! Bookmark not defined.
1.4.1 Ruang Lingkup Subjek	Error! Bookmark not defined.
1.4.2 Ruang Lingkup Objek	Error! Bookmark not defined.
1.4.3 Ruang Lingkup Tempat	Error! Bookmark not defined.
1.4.4 Ruang Lingkup Waktu.....	Error! Bookmark not defined.
1.4.5 Ruang Lingkup ilmu pengetahuan.....	Error! Bookmark not defined.
1.5 Sistematika Penulisan.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
2.1 Keputusan Pembelian.....	Error! Bookmark not defined.
2.1.1 Pengertian Keputusan Pembelian	Error! Bookmark not defined.
2.1.2 Indikator-indikator Keputusan Pembelian..	Error! Bookmark not defined.
2.1.3 Faktor-faktor yang Mempengaruhi Keputusan Pembelian	Error! Bookmark not defined.
defined.	
2.2 UMKM.....	Error! Bookmark not defined.
2.2.1 Pengertian UMKM	Error! Bookmark not defined.
2.2.2 Kriteria UMKM (Usaha Mikro, Kecil, dan Menengah)	Error! Bookmark not defined.
defined.	
2.2.3 Jenis-Jenis UMKM	Error! Bookmark not defined.
2.2.4 Ciri dan Karakteristik UMKM	Error! Bookmark not defined.
2.3 Variasi Produk.....	Error! Bookmark not defined.
2.3.1 Pengertian Variasi Produk	Error! Bookmark not defined.
2.3.2 Indikator – indikator variasi produk	Error! Bookmark not defined.
2.4 Sertifikasi Halal.....	Error! Bookmark not defined.
2.4.1 Pengertian Sertifikasi Halal	Error! Bookmark not defined.
2.4.2 Indikator-Indikator Sertifikasi Halal	Error! Bookmark not defined.
2.5 Penelitian Terdahulu	Error! Bookmark not defined.
2.6 Kerangka pemikiran	Error! Bookmark not defined.
2.7 Hipotesis.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Jenis Penelitian.....	Error! Bookmark not defined.
3.2 Sumber Data.....	Error! Bookmark not defined.
3.3 Metode Pengumpulan Data	Error! Bookmark not defined.

3.4 Populasi & Sampel	Error! Bookmark not defined.
3.4.1 Populasi	Error! Bookmark not defined.
3.4.2 Sampel	Error! Bookmark not defined.
3.5 Variabel penelitian	Error! Bookmark not defined.
3.5.1 Variabel Independen.....	Error! Bookmark not defined.
3.5.2 Variabel Dependen	Error! Bookmark not defined.
3.6 Definisi Oprasional Variabel.....	Error! Bookmark not defined.
3.6.1 Variabel Independen / Bebas (X)	Error! Bookmark not defined.
3.6.2 Variabel Dependen / Terikat (Y)	Error! Bookmark not defined.
3.7 Metode Analisi Data.....	Error! Bookmark not defined.
3.7.1 Model Pengukuran (Outer Model)	Error! Bookmark not defined.
3.7.2 Model Struktural (Inner Model)	Error! Bookmark not defined.
3.8 Pengujian Hipotesis.....	Error! Bookmark not defined.

BAB IV HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Deskripsi Data	Error! Bookmark not defined.
4.1.1 Deskripsi Karakteristik Responden	Error! Bookmark not defined.
4.1.2 Deskripsi Jawaban Responden	Error! Bookmark not defined.
4.2 Analisi Data.....	Error! Bookmark not defined.
4.3 Menilai Outer Model Measurement Model.....	Error! Bookmark not defined.
4.4 Mengevaluasi Average Variance Extrated (AVE) Error! Bookmark not defined.	
4.5 Mengevaluasi Composite Reability	Error! Bookmark not defined.
4.6 Pengujian Model Struktural (inner model).....	Error! Bookmark not defined.
4.7 Nilai R-square	Error! Bookmark not defined.
4.8 Pengujian Hipotesis.....	Error! Bookmark not defined.
4.8.1 Pengujian Hipotesis 1 (Pengaruh Sertifikasi Halal terhadap Keputusan Pembelian)	Error! Bookmark not defined.
4.8.2 Pengujian Hipotesis 2 (Pengaruh Variasi Produk terhadap Keputusan Pembelian)	Error! Bookmark not defined.
4.9 Pembahasan.....	Error! Bookmark not defined.
4.9.1 Pengaruh Sertifikasi Halal Terhadap Keputusan Pembelian Error! Bookmark not defined.	
4.9.2 Pengaruh Variasi Poduk Terhadap Keputusan Pembelian Error! Bookmark not defined.	

BAB V KESIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran.....	Error! Bookmark not defined.
5.2.1 Bagi Pemilik UMKM Ara Cakes.....	Error! Bookmark not defined.
5.2.2 Bagi Peneliti Selanjutnya.....	Error! Bookmark not defined.

DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	