

DAFTAR ISI

PERNYATAAN	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.
PERSEMBAHAN	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
PRAKATA	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	4
DAFTAR GAMBAR	5
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.1 Rumusan Masalah	Error! Bookmark not defined.
1.3. Ruang Lingkup Penelitian	Error! Bookmark not defined.
1.3.1. Ruang Lingkup Subjek.....	Error! Bookmark not defined.
1.3.2. Ruang Lingkup Objek.....	Error! Bookmark not defined.
1.4. Tujuan Penelitian.....	Error! Bookmark not defined.
1.5. Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
LANDASAN TEORI	Error! Bookmark not defined.
2. 1. Store Atmosphere	Error! Bookmark not defined.
2.1.1 Pengertian Store Atmosphere.....	Error! Bookmark not defined.
2.1.2 Indikator Store Atmosphere	Error! Bookmark not defined.
2.2 Harga	Error! Bookmark not defined.
2.2.1 Pengertian Harga.....	Error! Bookmark not defined.
2.2.2 Indikator Harga	Error! Bookmark not defined.
2.3 Sales Promotion.....	Error! Bookmark not defined.
2.3.1 Pengertian Sales Promotion	Error! Bookmark not defined.
2.3.2 Indikator Sales Promotion.....	Error! Bookmark not defined.
2.4 Keputusan Pembelian	Error! Bookmark not defined.

2.4.1	Pengertian Keputusan Pembelian.....	Error! Bookmark not defined.
2.4.2	Indikator Keputusan Pembelian	Error! Bookmark not defined.
2.5	Penelitian Terdahulu.....	Error! Bookmark not defined.
2.6	Kerangka Pikir.....	Error! Bookmark not defined.
2.7	Pengembangan Hipotesis	Error! Bookmark not defined.
BAB III.....		Error! Bookmark not defined.
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 dan 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.
3.6.	Definisi Operasional Variabel	Error! Bookmark not defined.
3.7.	Metode Analisis Data	Error! Bookmark not defined.
3.7.1.	Metode Pengolahan Data	Error! Bookmark not defined.
3.7.2.	Metode Penyajian Data.....	Error! Bookmark not defined.
3.8.	Analisis Statistik Data	Error! Bookmark not defined.
3.8.1	Analisa Outer Model.....	Error! Bookmark not defined.
3.8.2	Analisa Inner Model.....	Error! Bookmark not defined.
3.9.	Pengujian Hipotesis	Error! Bookmark not defined.
BAB IV		Error! Bookmark not defined.
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	Analisis Data	Error! Bookmark not defined.
4.2.1	Outer Model	Error! Bookmark not defined.
4.2.2	Average Variance Extracted (AVE).	Error! Bookmark not defined.
4.2.3	Composite Reliability	Error! Bookmark not defined.
4.2.4	Inner Model.....	Error! Bookmark not defined.
4.2.5	Nilai R-square	Error! Bookmark not defined.
4.3	Pengujian Hipotesis	Error! Bookmark not defined.

4.3.1	Pengujian Hipotesis 2 (Pengaruh Harga terhadap Keputusan Pembelian)	Error! Bookmark not defined.
4.3.2	Pengujian Hipotesis 3 (Pengaruh Sales Promotion terhadap Keputusan Pembelian)	Error! Bookmark not defined.
4.4	Pembahasan	Error! Bookmark not defined.
4.4.1	Pengaruh Store Atmosphere terhadap Keputusan Pembelian ..	Error! Bookmark not defined.
4.4.2	Pengaruh Harga terhadap Keputusan Pembelian ..	Error! Bookmark not defined.
4.4.3	Pengaruh Sales Promotion Terhadap Keputusan Pembelian ...	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
SIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1	Kesimpulan.....	Error! Bookmark not defined.
5.2	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1. 1.....	Error! Bookmark not defined.
Tabel 1. 2.....	Error! Bookmark not defined.
Tabel 1. 3.....	Error! Bookmark not defined.
Tabel 2. 1.....	Error! Bookmark not defined.
Tabel 2. 2.....	Error! Bookmark not defined.
Tabel 3. 1.....	Error! Bookmark not defined.
Tabel 3. 2.....	Error! Bookmark not defined.
Tabel 4. 1.....	Error! Bookmark not defined.
Tabel 4. 2.....	Error! Bookmark not defined.
Tabel 4. 3.....	Error! Bookmark not defined.
Tabel 4. 4.....	Error! Bookmark not defined.
Tabel 4. 5.....	Error! Bookmark not defined.
Tabel 4. 6.....	Error! Bookmark not defined.
Tabel 4. 7.....	Error! Bookmark not defined.
Tabel 4. 8.....	Error! Bookmark not defined.
Tabel 4. 9.....	Error! Bookmark not defined.
Tabel 4. 10.....	Error! Bookmark not defined.
Tabel 4. 11.....	Error! Bookmark not defined.
Tabel 4. 12.....	Error! Bookmark not defined.
Tabel 4. 13.....	Error! Bookmark not defined.
Tabel 4. 14.....	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 1. 1	Error! Bookmark not defined.
Gambar 1.2.....	4
Gambar 4. 1	Error! Bookmark not defined.
Gambar 4. 2	Error! Bookmark not defined.

