

## DAFTAR ISI

<b>LEMBAR PERNYATAAN KEASLIAN TULISAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>1 KATA PENGANTAR</b> .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR ISI</b> .....	<b>i</b>
<b>DAFTAR GAMBAR</b> .....	<b>v</b>
<b>DAFTAR TABEL</b> .....	<b>6</b>
<b>2 BAB I PENDAHULUAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>1.1. Latar Belakang</b> .....	<b>Error! Bookmark not defined.</b>
<b>1.2. Rumusan Masalah</b> .....	<b>Error! Bookmark not defined.</b>
<b>1.3. Tujuan</b> .....	<b>Error! Bookmark not defined.</b>
<b>1.4. Manfaat penelitian</b> .....	<b>Error! Bookmark not defined.</b>
<b>3 BAB II TELAAH PUSTAKA DAN PENGEMBANGAN MODEL..</b>	<b>Error! Bookmark not defined.</b>
<b>2.1. Telaah Pustaka</b> .....	<b>Error! Bookmark not defined.</b>
2.1.1. Integrated Marketing Communication .....	<b>Error! Bookmark not defined.</b>
2.1.2. Public Relations .....	<b>Error! Bookmark not defined.</b>
2.1.3. Advertising .....	<b>Error! Bookmark not defined.</b>
2.1.4. Sales Promotion .....	<b>Error! Bookmark not defined.</b>
2.1.6. Personal Selling .....	<b>Error! Bookmark not defined.</b>
2.1.7. Brand Image .....	<b>Error! Bookmark not defined.</b>
2.1.8. Loyalty .....	<b>Error! Bookmark not defined.</b>
<b>2.2. Pengaruh antar Variabel</b> .....	<b>Error! Bookmark not defined.</b>

2.2.1.	Pengaruh antara Integrated Marketing Communication yang memiliki dimensi terdiri dari Public Relations, Advertising, Sales Promotion, Direct Marketing, dan Personal Selling terhadap Brand Image.....	<b>Error! Bookmark not defined.</b>
2.2.2.	Pengaruh antara Integrated Marketing Communication yang memiliki dimensi terdiri dari Public Relations, Advertising, Sales Promotion, Direct Marketing, dan Personal Selling terhadap Loyalty.....	<b>Error! Bookmark not defined.</b>
2.2.3.	Pengaruh Brand Image terhadap Loyalty .....	<b>Error! Bookmark not defined.</b>
2.4.	<b>Kerangka Pemikiran</b> .....	<b>Error! Bookmark not defined.</b>
3.	<b>BAB III METODE PENELITIAN</b> .....	<b>Error! Bookmark not defined.</b>
3.1.	<b>Lokasi Penelitian</b> .....	<b>Error! Bookmark not defined.</b>
3.2.	<b>Jenis Penelitian</b> .....	<b>Error! Bookmark not defined.</b>
3.3.	<b>Populasi dan Sample</b> .....	<b>Error! Bookmark not defined.</b>
3.4.	<b>Teknik Pengambilan Sample</b> .....	<b>Error! Bookmark not defined.</b>
3.5.	<b>Data dan Jenis Data</b> .....	<b>Error! Bookmark not defined.</b>
3.5.1.	Data Primer.....	<b>Error! Bookmark not defined.</b>
3.6.	<b>Metode Pengumpulan Data</b> .....	<b>Error! Bookmark not defined.</b>
3.6.1.	Kuesioner.....	<b>Error! Bookmark not defined.</b>
3.6.2.	Responden .....	<b>Error! Bookmark not defined.</b>
3.7.	<b>Variabel dan Indikator</b> .....	<b>Error! Bookmark not defined.</b>
3.8.	<b>Teknik Analisis Data</b> .....	<b>Error! Bookmark not defined.</b>
3.8.1.	Uji Validasi.....	<b>Error! Bookmark not defined.</b>
3.8.2.	Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
3.9.	<b>Uji Asumsi Klasik</b> .....	<b>Error! Bookmark not defined.</b>
3.9.1.	Uji Normalitas .....	<b>Error! Bookmark not defined.</b>
3.9.2.	Uji Heterokedastisitas .....	<b>Error! Bookmark not defined.</b>

3.9.3.	Uji Multikolinieritas.....	Error! Bookmark not defined.
3.10.	Analisis Regresi Linear Berganda.....	38
<b>3.11.</b>	<b>Uji Hipotesis</b> .....	<b>Error! Bookmark not defined.</b>
3.11.1.	Uji Simultan.....	Error! Bookmark not defined.
3.11.2.	Uji Parsial.....	Error! Bookmark not defined.
3.11.3.	Analisis koefisien Determinasi .....	Error! Bookmark not defined.
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....</b>		
<b>4.1.</b>	<b>Hasil Penelitian</b> .....	<b>Error! Bookmark not defined.</b>
4.1.1.	Deskripsi Responden.....	Error! Bookmark not defined.
4.1.2.	Deskripsi Variabel.....	Error! Bookmark not defined.
<b>4.2.</b>	<b>Uji Instrumen</b> .....	<b>Error! Bookmark not defined.</b>
4.2.1.	Uji Validitas.....	Error! Bookmark not defined.
4.2.2.	Uji reliabilitas .....	Error! Bookmark not defined.
<b>4.3.</b>	<b>Uji Asumsi Klasik</b> .....	<b>Error! Bookmark not defined.</b>
4.3.1.	Uji Normalitas .....	Error! Bookmark not defined.
4.3.2.	Heteroskedastisitas.....	Error! Bookmark not defined.
4.3.3.	Uji Multikolinearitas .....	Error! Bookmark not defined.
4.4.4.	Uji Hipotesis .....	Error! Bookmark not defined.
4.4.5.	Uji F.....	Error! Bookmark not defined.
4.4.6.	Koefisien Determinasi ( $R^2$ ).....	Error! Bookmark not defined.
4.4.7.	Uji Sobel.....	Error! Bookmark not defined.
<b>4.5.</b>	<b>Pembahasan</b> .....	<b>Error! Bookmark not defined.</b>

4.5.1.	Pengaruh Integreted Marketing Communication yang memiliki dimensi Public relation, Advertising, Sales promotion, Direct marketing Dan Personal selling terhadap Brand Image.....	<b>Error! Bookmark not defined.</b>
4.4.2.	Pengaruh Brand Image terhadap Loyalty .....	<b>Error! Bookmark not defined.</b>
4.4.3.	Pengaruh Variabel Intervening Brand Image .....	<b>Error! Bookmark not defined.</b>
<b>BAB V PENUTUP.....</b>		<b>Error! Bookmark not defined.</b>
5.1.	<b>Kesimpulan .....</b>	<b>Error! Bookmark not defined.</b>
5.2.	<b>Implikasi Manajerial .....</b>	<b>Error! Bookmark not defined.</b>
5.3.	<b>Keterbatasan Penelitian.....</b>	<b>Error! Bookmark not defined.</b>
5.4.	<b>Agenda Penelitian Mendatang.....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA .....</b>		<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

- Gambar 2.1 Proses komunikasi Pemasaran..... **Error! Bookmark not defined.**
- Gambar 2.2 Brosur Indihome ..... **Error! Bookmark not defined.**
- Gambar 2.3 Media *Direct Marketing*..... **Error! Bookmark not defined.**
- Gambar 2.4 *Model integrated marketing communication and Loyalty* ..... **Error! Bookmark not defined.**
- Gambar 4.5 Analisa Pengaruh Langsung ..... **Error! Bookmark not defined.**
- Gambar 4.6 Analisa Pengaruh Tidak Langsung ..... **Error! Bookmark not defined.**
- Gambar 4.7 Koefisien Jalur ..... **Error! Bookmark not defined.**
- Gambar 4.8 Hasil Uji Sobel Kalkulator ..... **Error! Bookmark not defined.**

## DAFTAR TABEL

- Tabel 3.1 Tabel Definisi Operasional Variabel ..... **Error! Bookmark not defined.**
- Tabel 4.1 Tabel Interpretasi Nilai Indeks Tanggapan Responden **Error! Bookmark not defined.**
- Tabel 4.2 Tabel Public Relation (X1) ..... **Error! Bookmark not defined.**
- Tabel 4.3 Tabel Advertising (X2) ..... **Error! Bookmark not defined.**
- Tabel 4.4 Tabel Sales Promotion (X3) ..... **Error! Bookmark not defined.**
- Tabel 4.5 Direct Marketing (X4) ..... **Error! Bookmark not defined.**
- Tabel 4.6 Personal Selling (X5) ..... **Error! Bookmark not defined.**
- Tabel 4.7 Brand Image (Y) ..... **Error! Bookmark not defined.**
- Tabel 4.8 Loyalty (Z) ..... **Error! Bookmark not defined.**
- Tabel 4.9 Tabel Hasil Uji Validitas ..... **Error! Bookmark not defined.**
- Tabel 4.10 Tabel Hasil Uji Realibilitas ..... **Error! Bookmark not defined.**
- Tabel 4.11 Tabel Hasil Uji Heteroskedastisitas ..... **Error! Bookmark not defined.**
- Tabel 4.12 Tabel Hasil uji Multikolinearitas ..... **Error! Bookmark not defined.**
- Tabel 4.13 Tabel Hasil Regresi Hipotesis ..... **Error! Bookmark not defined.**
- Tabel 4.14 Tabel Hasil Koefisien Determinasi ..... **Error! Bookmark not defined.**
- Tabel 4.15 Tabel Hasil Regresi Hipotesis ..... **Error! Bookmark not defined.**