

DAFTAR ISI

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

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.....	Error! Bookmark not defined.
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.....	Error! Bookmark not defined.
2.2.3.	Pengaruh Brand Image terhadap Loyalty	Error! Bookmark not defined.
2.4.	Kerangka Pemikiran	Error! Bookmark not defined.
3.	BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1.	Lokasi Penelitian	Error! Bookmark not defined.
3.2.	Jenis Penelitian	Error! Bookmark not defined.
3.3.	Populasi dan Sample	Error! Bookmark not defined.
3.4.	Teknik Pengambilan Sample	Error! Bookmark not defined.
3.5.	Data dan Jenis Data	Error! Bookmark not defined.
3.5.1.	Data Primer.....	Error! Bookmark not defined.
3.6.	Metode Pengumpulan Data	Error! Bookmark not defined.
3.6.1.	Kuesioner.....	Error! Bookmark not defined.
3.6.2.	Responden	Error! Bookmark not defined.
3.7.	Variabel dan Indikator	Error! Bookmark not defined.
3.8.	Teknik Analisis Data	Error! Bookmark not defined.
3.8.1.	Uji Validasi.....	Error! Bookmark not defined.
3.8.2.	Uji Reliabilitas	Error! Bookmark not defined.
3.9.	Uji Asumsi Klasik	Error! Bookmark not defined.
3.9.1.	Uji Normalitas	Error! Bookmark not defined.
3.9.2.	Uji Heterokedastisitas	Error! Bookmark not defined.

3.9.3.	Uji Multikolinieritas.....	Error! Bookmark not defined.
3.10.	Analisis Regresi Linear Berganda.....	38
3.11.	Uji Hipotesis	Error! Bookmark not defined.
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.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		
4.1.	Hasil Penelitian	Error! Bookmark not defined.
4.1.1.	Deskripsi Responden.....	Error! Bookmark not defined.
4.1.2.	Deskripsi Variabel.....	Error! Bookmark not defined.
4.2.	Uji Instrumen	Error! Bookmark not defined.
4.2.1.	Uji Validitas.....	Error! Bookmark not defined.
4.2.2.	Uji reliabilitas	Error! Bookmark not defined.
4.3.	Uji Asumsi Klasik	Error! Bookmark not defined.
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.
4.5.	Pembahasan	Error! Bookmark not defined.

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

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.**