

## DAFTAR ISI

HALAMAN JUDUL .....	<b>Error! Bookmark not defined.</b>
HALAMAN PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
MOTTO DAN PERSEMBAHAN .....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI.....	1
DAFTAR TABEL.....	3
DAFTAR GAMBAR .....	4
DAFTAR LAMPIRAN.....	5
ABSTRAK.....	<b>Error! Bookmark not defined.</b>
<i>ABSTRACT</i> .....	<b>Error! Bookmark not defined.</b>
INTISARI .....	<b>Error! Bookmark not defined.</b>
BAB I PENDAHULUAN.....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang Masalah .....	<b>Error! Bookmark not defined.</b>
1.2 Perumusan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3 Tujuan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.4 Manfaat Penelitian .....	<b>Error! Bookmark not defined.</b>
BAB II TINJAUAN PUSTAKA .....	<b>Error! Bookmark not defined.</b>
2.1 <i>Brand image</i> (Citra Merek).....	<b>Error! Bookmark not defined.</b>
2.2 Keandalan karyawan.....	<b>Error! Bookmark not defined.</b>
2.3 Diferensiasi Produk.....	<b>Error! Bookmark not defined.</b>
2.4 Komunikasi <i>Word of Mouth</i> .....	<b>Error! Bookmark not defined.</b>
2.5 <i>Repurchase Intentions</i> (Minat beli ulang).....	<b>Error! Bookmark not defined.</b>
2.6 Perumusan Hipotesis.....	<b>Error! Bookmark not defined.</b>
2.6.1 Pengaruh <i>Brand Image</i> Terhadap <i>Word Of Mouth</i> .....	<b>Error! Bookmark not defined.</b>
2.6.2 Pengaruh Keandalan Karyawan Terhadap <i>Word Of Mouth</i> .....	<b>Error! Bookmark not defined.</b>
2.6.3 Pengaruh Diferensiasi Produk Terhadap <i>Word of Mouth</i> .....	<b>Error! Bookmark not defined.</b>
2.6.4 Pengaruh <i>Brand Image</i> Terhadap <i>Repurchase Intentions</i> .....	<b>Error! Bookmark not defined.</b>

2.6.5	Pengaruh Keandalan Karyawan Terhadap <i>Repurchase Intentions</i> .....	<b>Error! Bookmark not defined.</b>
2.6.6	Pengaruh Diferensiasi Produk Terhadap <i>Repurchase Intentions</i> .....	<b>Error! Bookmark not defined.</b>
2.6.7	Pengaruh Word of Mouth Terhadap <i>Repurchase Intentions</i> .....	<b>Error! Bookmark not defined.</b>
2.7	Kerangka Pemikiran.....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN .....</b>		<b>Error! Bookmark not defined.</b>
3.1	Jenis Penelitian.....	<b>Error! Bookmark not defined.</b>
3.2	Populasi dan Sampel.....	<b>Error! Bookmark not defined.</b>
3.3	Sumber Data.....	<b>Error! Bookmark not defined.</b>
3.4	Metode Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.5	Definisi Operasional Variabel.....	<b>Error! Bookmark not defined.</b>
3.6	Alat Analisis.....	<b>Error! Bookmark not defined.</b>
3.6.1	Analisis Kuantitatif .....	<b>Error! Bookmark not defined.</b>
3.6.2	Analisis Jalur ( <i>Path Analysis</i> ).....	<b>Error! Bookmark not defined.</b>
3.6.3	Uji Koefisien Determinasi ( $R^2$ ).....	<b>Error! Bookmark not defined.</b>
3.6.4	Uji t .....	<b>Error! Bookmark not defined.</b>
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b>		<b>Error! Bookmark not defined.</b>
4.1	Deskripsi Penelitian .....	<b>Error! Bookmark not defined.</b>
4.1.1	Gambaran Umum Responden.....	<b>Error! Bookmark not defined.</b>
4.1.2	Gambaran Umum Responden.....	<b>Error! Bookmark not defined.</b>
4.1.3	Uji Instrumen .....	<b>Error! Bookmark not defined.</b>
4.1.4	Analisis Deskriptif Variabel.....	<b>Error! Bookmark not defined.</b>
4.2	Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.2.1	Uji Asumsi Klasik.....	<b>Error! Bookmark not defined.</b>
4.2.2	Regresi dengan Metode <i>Path Analysis</i> .....	<b>Error! Bookmark not defined.</b>
4.2.3	Pengujian Hipotesis.....	<b>Error! Bookmark not defined.</b>
4.2.4	Uji Koefisien Determinasi.....	<b>Error! Bookmark not defined.</b>
4.2.5	Uji Sobel Test.....	<b>Error! Bookmark not defined.</b>
4.3	Pembahasan.....	<b>Error! Bookmark not defined.</b>
4.3.1	Pengaruh <i>Brand Image</i> terhadap <i>Word of Mouth</i> .....	<b>Error! Bookmark not defined.</b>

- 4.3.2 Pengaruh Keandalan Karyawan terhadap *Word of Mouth***Error!  
Bookmark not defined.**
- 4.3.3 Pengaruh Diferensiasi Produk terhadap *Word of Mouth***Error!  
Bookmark not defined.**
- 4.3.4 Pengaruh *Brand Image* terhadap *Repurchase Intentions***Error!  
Bookmark not defined.**
- 4.3.5 Pengaruh Keandalan Karyawan terhadap *Repurchase Intentions*  
.....**Error! Bookmark not defined.**
- 4.3.6 Pengaruh Diferensiasi Produk terhadap *Repurchase Intentions*  
.....**Error! Bookmark not defined.**
- 4.3.7 Pengaruh *Word of mouth* terhadap *Repurchase Intentions***Error!  
Bookmark not defined.**
- 4.3.8 Pengaruh Langsung dan Tidak Langsung**Error! Bookmark not  
defined.**

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

- 5.1 Kesimpulan .....**Error! Bookmark not defined.**
- 5.2 Saran .....**Error! Bookmark not defined.**
- 5.3 Keterbatasan Penelitian.....**Error! Bookmark not defined.**

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

### DAFTAR TABEL

Tabel 1.1 Jumlah *Customer* Waroeng Steak & Shake Bulan Maret 2015 – April  
2016 ..... **Error!**  
**Bookmark not defined.**

**No table of figures entries found.**

Tabel 3.1 Definisi Operasional Variabel ..... **Error!**  
**Bookmark not defined.**

Tabel 4.1	Jenis Kelamin Responden.....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.2	Umur Responden .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.3	Profesi Responden .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.4	Informasi yang diperoleh Responden .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.5	Uji Validitas Indikator Variabel Penelitian .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.6	Uji Reliabilitas Variabel Penelitian .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.7	Tanggapan Responden Mengenai <i>Brand Image</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.8	Tanggapan Responden Mengenai Keandalan Karyawan .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.9	Tanggapan Responden Mengenai Diferensiasi produk .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.10	Tanggapan Responden Mengenai <i>Word of Mouth</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.11	Tanggapan Responden Mengenai <i>Repurchase Intentions</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.12	Normalitas Data (Kolmogorof Smirnof) .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	

Tabel 4.13	Uji Multikolonieritas .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.14	Uji Heteroskedastisitas (Glejser) .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.15	Hasil Persamaan Regresi Model I .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.16	Hasil Persamaan Regresi Model 2.....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Tabel 4.17	Hasil Rangkuman Koefisien Determinasi .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	

## DAFTAR GAMBAR

Gambar 2. 1	Kerangka Penelitian Meningkatkan <i>Repurchase Intentions</i> Dengan <i>Brand Image</i> , Keandalan Karyawan dan Diferensiasi Produk Melalui <i>Word of Mouth</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Gambar 3. 1	Analisis Jalur Antara <i>Brand image</i> , Keandalan karyawan dan Diferensiasi Produk Terhadap <i>Repurchase Intentions</i> Melalui <i>Word of Mouth</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Gambar 4.1	Analisis Jalur Antar Variabel Penelitian .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	

Gambar 4.2	Uji Mediasi <i>Brand Image</i> terhadap <i>Repurchase Intention</i> melalui <i>Word of Mouth</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Gambar 4.3	Uji Mediasi Keandalan Karyawan terhadap <i>Repurchase Intention</i> melalui <i>Word of Mouth</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	
Gambar 4.4	Uji Mediasi Diferensiasi Produk terhadap <i>Repurchase Intention</i> melalui <i>Word of Mouth</i> .....	<b>Error!</b>
	<b>Bookmark not defined.</b>	

## DAFTAR LAMPIRAN

Lampiran 1. Daftar Kuesioner .....	<b>Error!</b>
	<b>Bookmark not defined.</b>
Lampiran 2. Hasil Jawaban Responden .....	<b>Error!</b>
	<b>Bookmark not defined.</b>
Lampiran 3. Hasil Uji SPSS.....	94

