

DAFTAR ISI

<u>HALAMAN PENGESAHAN</u>	Error! Bookmark not defined.
<u>HALAMAN PERSETUJUAN PEMBIMBING</u>	Error! Bookmark not defined.
<u>HALAMAN PENGESAHAN</u>	Error! Bookmark not defined.
<u>PERNYATAAN KEASLIAN SKRIPSI</u>	Error! Bookmark not defined.
<u>ABSTRAK</u>	Error! Bookmark not defined.
<u>ABSTRACT</u>	Error! Bookmark not defined.
<u>HALAMAN MOTTO DAN PERSEMBAHAN</u> ...	Error! Bookmark not defined.
<u>KATA PENGANTAR</u>	Error! Bookmark not defined.
<u>DAFTAR ISI</u>	1
<u>DAFTAR TABEL</u>	4
<u>DAFTAR GAMBAR</u>	5
<u>BAB I PENDAHULUAN</u>	Error! Bookmark not defined.
1.1. <u>Latar Belakang Masalah</u>	Error! Bookmark not defined.
1.2. <u>Rumusan Masalah</u>	Error! Bookmark not defined.
1.3. <u>Tujuan Penelitian</u>	Error! Bookmark not defined.
1.4. <u>Manfaat Penelitian</u>	Error! Bookmark not defined.
<u>BAB II KAJIAN PUSTAKA</u>	Error! Bookmark not defined.
2.1. <u>Landasan Teori</u>	Error! Bookmark not defined.
2.1.1. <u>Minat Beli Ulang</u>	Error! Bookmark not defined.
2.1.2. <u>Daya Tarik Promosi</u>	Error! Bookmark not defined.
2.1.3. <u>Persepsi Harga</u>	Error! Bookmark not defined.
2.1.4. <u>Perceived Quality</u>	Error! Bookmark not defined.
2.1.5. <u>Brand Image</u>	Error! Bookmark not defined.
2.2. <u>Hubungan Antar Variabel</u>	Error! Bookmark not defined.
2.2.1. <u>Pengaruh Daya Tarik Promosi terhadap Brand Image</u>	Error! Bookmark not defined.
not defined.	
2.2.2. <u>Pengaruh Persepsi Harga terhadap Brand Image</u>	Error! Bookmark not defined.
defined.	
2.2.3. <u>Pengaruh Perceived Quality terhadap Brand Image</u>	Error! Bookmark not defined.
not defined.	

2.2.4. Pengaruh Daya Tarik Promosi terhadap Minat Beli Ulang**Error!**

Bookmark not defined.

2.2.5. Pengaruh Persepsi Harga terhadap Minat Beli Ulang**Error! Bookmark**

not defined.

2.2.6. Pengaruh *Perceived Quality* terhadap Minat Beli Ulang**Error!**

Bookmark not defined.

2.2.7. Pengaruh *Brand Image* terhadap Minat Beli Ulang**Error! Bookmark**

not defined.

2.3. Model Empirik Penelitian **Error! Bookmark not defined.**

BAB III METODE PENELITIAN **Error! Bookmark not defined.**

3.1. Jenis Penelitian **Error! Bookmark not defined.**

3.2. Populasi dan Sampel **Error! Bookmark not defined.**

3.3. Jenis Data dan Prosedur Pengumpulan data**Error! Bookmark not defined.**

3.3.1. Sumber dan Jenis Data..... **Error! Bookmark not defined.**

3.3.2. Metode Pengumpulan Data... **Error! Bookmark not defined.**

3.4. Variabel Penelitian dan Definisi Operasional Variabel**Error! Bookmark not defined.**

3.4.1. Variabel penelitian **Error! Bookmark not defined.**

3.4.2. Definisi Operasional Variabel**Error! Bookmark not defined.**

3.5. Metode Analisis..... **Error! Bookmark not defined.**

3.5.1. Analisis Deskriptif Variabel . **Error! Bookmark not defined.**

3.5.2. Uji Instrumen **Error! Bookmark not defined.**

3.5.3. Uji Asumsi Klasik..... **Error! Bookmark not defined.**

3.5.4. Path Analisis **Error! Bookmark not defined.**

3.5.5. Pengujian Hipotesis **Error! Bookmark not defined.**

3.5.6. Koefisien Determinasi..... **Error! Bookmark not defined.**

BAB IV HASIL PENELITIAN DAN PEMBAHASAN**Error! Bookmark not defined.**

4.1. Deskripsi Penelitian..... **Error! Bookmark not defined.**

4.1.1. Gambaran Umum Responden**Error! Bookmark not defined.**

4.1.2. Uji Validitas dan Reliabilitas **Error! Bookmark not defined.**

4.1.3. Analisis Deskriptif Variabel . **Error! Bookmark not defined.**

4.2. Uji Asumsi Klasik **Error! Bookmark not defined.**

4.2.1. Regresi dengan Metode Path Analysis**Error! Bookmark not defined.**

4.2.2. Pengujian Hipotesis **Error! Bookmark not defined.**

4.2.3. Uji Koefisien Determinasi	Error! Bookmark not defined.
4.2.4. Uji Sobel Test	Error! Bookmark not defined.
4.3. Pembahasan.....	Error! Bookmark not defined.
4.3.1. Pengaruh Daya Tarik Promosi terhadap <i>Brand Image</i>	Error! Bookmark not defined.
4.3.2. Pengaruh Persepsi Harga terhadap <i>Brand Image</i>	Error! Bookmark not defined.
4.3.3. Pengaruh <i>Perceived Quality</i> terhadap <i>Brand Image</i>	Error! Bookmark not defined.
4.3.4. Pengaruh Daya Tarik Promosi terhadap Minat Beli Ulang	Error! Bookmark not defined.
4.3.5. Pengaruh Persepsi Harga terhadap Minat Beli Ulang	Error! Bookmark not defined.
4.3.6. Pengaruh <i>Perceived Quality</i> terhadap Minat Beli Ulang	Error! Bookmark not defined.
4.3.7. Pengaruh <i>Brand Image</i> terhadap Minat Beli Ulang	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.
LAMPIRAN.....	Error! Bookmark not defined.

DAFTAR TABEL

- Tabel 1. 1 Data Penjualan Produk Coffee Good Day Per Sachet (Dalam Ribuan) di Kota Semarang..... **Error! Bookmark not defined.**
- Tabel 3. 1 Definisi Oprasional Variabel **Error! Bookmark not defined.**
- Tabel 4. 1 Jenis Kelamin Responden **Error! Bookmark not defined.**
- Tabel 4. 2 Umur Responden..... **Error! Bookmark not defined.**
- Tabel 4. 3 Profesi Responden..... **Error! Bookmark not defined.**
- Tabel 4. 4 Uji Validitas Indikator Variabel Penelitian**Error! Bookmark not defined.**
- Tabel 4. 5 Uji Reliabilitas Variabel Penelitian..... **Error! Bookmark not defined.**
- Tabel 4. 6 Tanggapan Responden Mengenai Daya Tarik Promosi**Error! Bookmark not defined.**
- Tabel 4. 7 Tanggapan Responden Mengenai Persepsi Harga**Error! Bookmark not defined.**
- Tabel 4. 8 Tanggapan Responden Mengenai *Perceived Quality***Error! Bookmark not defined.**

Tabel 4. 9 Tanggapan Responden Mengenai *Brand Image***Error! Bookmark not defined.**

Tabel 4. 10 Tanggapan Responden Mengenai Minat Beli Ulang**Error! Bookmark not defined.**

Tabel 4. 11 Normalitas Data (Kolmogorof Smirnof)**Error! Bookmark not defined.**

Tabel 4. 12 Uji Multikolonieritas.....**Error! Bookmark not defined.**

Tabel 4. 13 Uji Heteroskedastisitas (Glejser)**Error! Bookmark not defined.**

Tabel 4. 14 Rangkuman Hasil Persamaan Regresi**Error! Bookmark not defined.**

Tabel 4. 15 Hasil Rangkuman Koefisien Determinasi**Error! Bookmark not defined.**

DAFTAR GAMBAR

- Gambar 2. 1 Model Empirik..... **Error! Bookmark not defined.**
- Gambar 4. 1 Analisis Jalur Antar Variabel Penelitian**Error! Bookmark not defined.**
- Gambar 4. 2 Uji Mediasi Daya Tarik Promosi terhadap Minat Beli Ulang melalui *Brand Image* **Error! Bookmark not defined.**
- Gambar 4. 3 Uji Mediasi Persepsi harga terhadap Minat Beli Ulang melalui *Brand Image*
..... **Error! Bookmark not defined.**
- Gambar 4. 4 Uji Mediasi *Perceived Quality* terhadap Minat Beli Ulang melalui *Brand Image* **Error! Bookmark not defined.**