

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang Masalah.....	Error! Bookmark not defined.
B. Fokus Penelitian.....	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Kegunaan Penelitian.....	Error! Bookmark not defined.
E. Kerangka Pemikiran.....	Error! Bookmark not defined.
F. Langkah-langkah Penelitian.....	Error! Bookmark not defined.
G. Teknik Pengumpulan Data	Error! Bookmark not defined.
H. Validitas dan Reabilitas	Error! Bookmark not defined.
I. Teknik Analisis Data	Error! Bookmark not defined.
BAB II KONSEP DAN TEORI <i>BRAND IMAGE</i>	Error! Bookmark not defined.
A. Tinjauan Penelitian Terdahulu.....	Error! Bookmark not defined.
B. Konsep Brand Image.....	Error! Bookmark not defined.
1. <i>Brand Image</i> (Citra Merek).....	Error! Bookmark not defined.
2. Indikator <i>Brand Image</i> (Citra Merek)...	Error! Bookmark not defined.
3. Faktor Pembentuk <i>Brand Image</i>	Error! Bookmark not defined.
B. Konsep Brand Image Lembaga.....	Error! Bookmark not defined.
1. <i>Brand Image</i> Lembaga.....	Error! Bookmark not defined.

2. Indikator *Brand Image* Lembaga **Error! Bookmark not defined.**
- C. Teori *Brand Image* **Error! Bookmark not defined.**
 1. Teori Pemasaran Jasa **Error! Bookmark not defined.**
 2. Teori *Brand Image* (Citra Merek) **Error! Bookmark not defined.**
 3. Teori Keputusan Jemaah **Error! Bookmark not defined.**

BAB III PENGARUH *BRAND IMAGE* KBIHU ATAS KEPUTUSAN

JEMAAH **Error! Bookmark not defined.**

- A. Gambaran Umum Lokasi Penelitian **Error! Bookmark not defined.**
 1. Sejarah KBIHU Al-Huda Garut **Error! Bookmark not defined.**
 2. Visi, Misi, dan Strategi KBIHU Al-Huda Garut ... **Error! Bookmark not defined.**
 3. Logo KBIHU Al-Huda Garut **Error! Bookmark not defined.**
 4. Susunan Pengurus KBIHU AL-Huda Garut **Error! Bookmark not defined.**
 5. Program Unggulan KBIHU Al-Huda Garut **Error! Bookmark not defined.**
- B. Analisis Statistik **Error! Bookmark not defined.**
 1. Deskripsi Data Hasil Penyebaran Kuesioner **Error! Bookmark not defined.**
 2. Deskripsi pernyataan Variabel **Error! Bookmark not defined.**
 3. Hasil Uji Instrumen **Error! Bookmark not defined.**
 4. Uji Asumsi Klasik **Error! Bookmark not defined.**
 5. Uji Regresi Sederhana **Error! Bookmark not defined.**
 6. Uji Hipotesis **Error! Bookmark not defined.**
- C. Keputusan Jemaah **Error! Bookmark not defined.**
 1. Tingkat Evaluasi Alternatif Jemaah Terhadap KBIHU Al-Huda ... **Error! Bookmark not defined.**
 2. Tingkat Kemantapan Keputusan Pembelian **Error! Bookmark not defined.**
- D. Pengaruh *Brand Image* Lembaga Atas Keputusan Jemaah **Error! Bookmark not defined.**
 1. Kekuatan Merek (*Brand Strength*) atas keputusan jemaah **Error! Bookmark not defined.**
 2. Kesukaan Merek (*Brand Favorable*) atas keputusan jemaah **Error! Bookmark not defined.**

3. Keunikan Merek (*Brand Uniqueness*) atas keputusan jemaah **Error! Bookmark not defined.**

BAB IV SIMPULAN DAN SARANError! Bookmark not defined.

A. Simpulan **Error! Bookmark not defined.**

B. Saran..... **Error! Bookmark not defined.**

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

LAMPIRAN-LAMPIRANError! Bookmark not defined.

