

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
HALAMAN PERNYATAAN KARYA SENDIRI	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
A. Latar Belakang Penelitian	Error! Bookmark not defined.
B. Rumusan Masalah	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Manfaat Penelitian.....	Error! Bookmark not defined.
E. Kerangka Berpikir	Error! Bookmark not defined.
F. Hipotesis.....	Error! Bookmark not defined.
G. Hasil Penelitian Terdahulu.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
A. Manajemen	Error! Bookmark not defined.
B. Konsep Manajemen Pemasaran	Error! Bookmark not defined.
C. Strategi Pemasaran	Error! Bookmark not defined.
D. Bauran Pemasaran	Error! Bookmark not defined.
E. Produk Pemasaran	Error! Bookmark not defined.
F. Daya Saing	Error! Bookmark not defined.
BAB III METODOLOGI PENELITIAN.....	Error! Bookmark not defined.
A. Pendekatan dan Metode Penelitian	Error! Bookmark not defined.
B. Jenis dan Sumber Data	Error! Bookmark not defined.
C. Populasi dan Sampel	Error! Bookmark not defined.
D. Operasional Variabel Penelitian.....	Error! Bookmark not defined.
E. Teknik Pengumpulan Data	Error! Bookmark not defined.

F.	Teknik Analisis Data	Error! Bookmark not defined.
1.	Analisis Statistik Deskriptif	Error! Bookmark not defined.
2.	Uji Instrumen	Error! Bookmark not defined.
3.	Analisis Korelasi Rank Spearman	Error! Bookmark not defined.
4.	Analisis Regresi Linier Sederhana.....	Error! Bookmark not defined.
5.	Uji Hipotesis	Error! Bookmark not defined.
6.	Analisis Koefisien Determinasi .	Error! Bookmark not defined.
G.	Tempat dan Waktu Penelitian	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		Error! Bookmark not defined.
A.	Deskripsi Data	Error! Bookmark not defined.
1.	Profil SMP Muhammadiyah 4 Bandung..	Error! Bookmark not defined.
2.	Identitas Sekolah.....	Error! Bookmark not defined.
B.	Pengujian Hipotesis.....	Error! Bookmark not defined.
1.	Hasil Uji Coba Instrumen	Error! Bookmark not defined.
2.	Analisis Statistik	Error! Bookmark not defined.
3.	Hasil Analisis Korelasi <i>Rank Spearman</i> ..	Error! Bookmark not defined.
4.	Hasil Analisis Regresi Linier Sederhana .	Error! Bookmark not defined.
5.	Hasil Uji Hipotesis.....	Error! Bookmark not defined.
C.	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
1.	Strategi Pemasaran di SMP Muhammadiyah 4 Kota Bandung	Error! Bookmark not defined.
2.	Daya Saing di SMP Muhammadiyah 4 Kota Bandung	Error! Bookmark not defined.
3.	Pengaruh Strategi Pemasaran Terhadap Daya Saing di SMP Muhammadiyah 4 Kota Bandung.....	Error! Bookmark not defined.
BAB V PENUTUP		Error! Bookmark not defined.
A.	Simpulan.....	Error! Bookmark not defined.

B. Saran.....**Error! Bookmark not defined.**
DAFTAR PUSTAKA**Error! Bookmark not defined.**
Lampiran**Error! Bookmark not defined.**

