

DAFTAR ISI

LEMBAR PERSETUJUAN

LEMBAR PERNYATAAN TIDAK PLAGIAT

ABSTRAKSError! Bookmark not defined.

KATA PENGANTAR.....Error! Bookmark not defined.

DAFTAR ISI..... **1**

DAFTAR GAMBAR.....Error! Bookmark not defined.

DAFTAR TABELError! Bookmark not defined.

BAB I PENDAHULUAN.....Error! Bookmark not defined.

A. Latar Belakang Masalah**Error! Bookmark not defined.**

B. Identifikasi Masalah.....**Error! Bookmark not defined.**

C. Rumusan Masalah.....**Error! Bookmark not defined.**

D. Tujuan Penelitian**Error! Bookmark not defined.**

E. Kegunaan Penelitian**Error! Bookmark not defined.**

F. Kerangka Pemikiran**Error! Bookmark not defined.**

G. Hipotesis**Error! Bookmark not defined.**

BAB II TINJAUAN PUSTAKA.....Error! Bookmark not defined.

A. Penelitian Terdahulu**Error! Bookmark not defined.**

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

C. Manajemen Pemasaran**Error! Bookmark not defined.**

D. Bauran Pemasaran.....**Error! Bookmark not defined.**

E. Store Atmosphere**Error! Bookmark not defined.**

F. Harga.....**Error! Bookmark not defined.**

G. Keputusan Pembelian**Error! Bookmark not defined.**

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

A. Pendekatan dan Metode**Error! Bookmark not defined.**

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

C. Variabel Penelitian dan Operasional Variabel **Error! Bookmark not defined.**

1. **Variabel Penelitian****Error! Bookmark not defined.**

2. **Operasional Variabel****Error! Bookmark not defined.**

D. Teknik Pengumpulan Data**Error! Bookmark not defined.**

E. Teknik Pengukuran Data**Error! Bookmark not defined.**

F. Teknik Analisis Data**Error! Bookmark not defined.**

G. Tempat Penelitian**Error! Bookmark not defined.**

H. Jadwal Penelitian**Error! Bookmark not defined.**

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

A. Gambaran Umum Perusahaan**Error! Bookmark not defined.**

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

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

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

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

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

LAMPIRAN