

DAFTAR ISI

LEMBAR PERSETUJUAN SKRIPSI	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
SURAT PERNYATAAN TIDAK PLAGIAT	Error! Bookmark not defined.
RIWAYAT HIDUP PENULIS.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	viii
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
BAB I.....	Error! Bookmark not defined.
PENDAHULUAN.....	Error! Bookmark not defined.
A. Latar Belakang Masalah	Error! Bookmark not defined.
B. Identifikasi dan Perumusan Masalah	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
PENELITIAN TERDAHULU, TINJAUAN PUSTAKA, DAN KERANGKA PENELITIAN.....	Error! Bookmark not defined.
A. Kajian Penelitian Terdahulu.....	Error! Bookmark not defined.
B. Konsep dan Teori	Error! Bookmark not defined.
1. Manajemen	Error! Bookmark not defined.
2. Manajemen Pemasaran.....	Error! Bookmark not defined.
3. Lokasi	Error! Bookmark not defined.
4. Harga	Error! Bookmark not defined.
5. Keputusan pembelian	Error! Bookmark not defined.
C. Kerangka Pemikiran.....	Error! Bookmark not defined.
D. Hipotesis.....	Error! Bookmark not defined.
BAB III.....	Error! Bookmark not defined.
METODOLOGI PENELITIAN	Error! Bookmark not defined.

A. Metodologi Penelitian	Error! Bookmark not defined.
B. Operasional Variabel Penelitian.....	Error! Bookmark not defined.
1. Variabel Independen.....	Error! Bookmark not defined.
2. Variabel Dependen	Error! Bookmark not defined.
C. Populasi dan Sampel	Error! Bookmark not defined.
1. Populasi	Error! Bookmark not defined.
2. Sampel	Error! Bookmark not defined.
D. Teknik Pengumpulan Data dan Jenis Data	Error! Bookmark not defined.
E. Analisis Data	Error! Bookmark not defined.
1. Uji Validitas.....	Error! Bookmark not defined.
2. Uji Reliabilitas.....	Error! Bookmark not defined.
3. Analisis Regresi Berganda	Error! Bookmark not defined.
4. Analisis Koefisien Korelasi.....	Error! Bookmark not defined.
F. Uji Hipotesis.....	Error! Bookmark not defined.
1. Uji t (Parsial)	Error! Bookmark not defined.
2. Uji F (Simultan).....	Error! Bookmark not defined.
3. Analisis Koefisien Determinasi (R^2)	Error! Bookmark not defined.
G. Tempat Penelitian dan Waktu Penelitian	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
A. Hasil Penelitian.....	Error! Bookmark not defined.
1. Profil dan Sejarah Perusahaan	Error! Bookmark not defined.
B. Profil Responden	Error! Bookmark not defined.
C. Hasil Penyebaran Kuesioner	Error! Bookmark not defined.
1. Tanggapan responden terhadap Lokasi di Alvaro Archery Bandung	Error! Bookmark not defined.
2. Tanggapan responden terhadap Harga di Alvaro Archery Bandung	Error! Bookmark not defined.
3. Tanggapan responden terhadap Keputusan Pembelian Alvo Archery Bandung	Error! Bookmark not defined.
D. Uji Validitas	Error! Bookmark not defined.

E. Uji Reliabilitas	Error! Bookmark not defined.
F. Uji Deskriptif	Error! Bookmark not defined.
G. Uji Hipotesis.....	Error! Bookmark not defined.
1. Analisis Korelasi	Error! Bookmark not defined.
2. Analisis Regresi Linier Berganda.....	Error! Bookmark not defined.
3. Uji t.....	Error! Bookmark not defined.
4. Uji F.....	Error! Bookmark not defined.
5. Uji Determinasi	Error! Bookmark not defined.
H. Pembahasan Hasil Penelitian	Error! Bookmark not defined.
1. Pengaruh Lokasi terhadap Keputusan Pembelian Alvo Archery Bandung	Error! Bookmark not defined.
2. Pengaruh Harga terhadap Keputusan Pembelian Alvo Archery Bandung	Error! Bookmark not defined.
BAB V.....	Error! Bookmark not defined.
KESIMPULAN DAN SARAN	Error! Bookmark not defined.
A. Kesimpulan	Error! Bookmark not defined.
B. Saran.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN.....	Error! Bookmark not defined.