

## DAFTAR ISI

HALAMAN PENGESAHAN .....	Error! Bookmark not defined.
LEMBAR PERNYATAAN .....	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT .....	Error! Bookmark not defined.
KATA PENGANTAR .....	Error! Bookmark not defined.
DAFTAR ISI .....	viii
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
BAB I.....	Error! Bookmark not defined.
1.1 Gambaran Objek Penelitian.....	Error! Bookmark not defined.
1.2 Latar Belakang Penelitian .....	Error! Bookmark not defined.
1.3 Rumusan Masalah .....	Error! Bookmark not defined.
1.4 Tujuan Penelitian.....	Error! Bookmark not defined.
1.5 Manfaat Penelitian .....	Error! Bookmark not defined.
1.5.1 Manfaat Praktis.....	Error! Bookmark not defined.
1.5.2 Manfaat Teoritis.....	Error! Bookmark not defined.
1.6 Sistematis Penulisan .....	Error! Bookmark not defined.
BAB II.....	Error! Bookmark not defined.
2.1 Tinjauan Pustaka Penelitian .....	Error! Bookmark not defined.
2.1.1 Manajemen Pemasaran .....	Error! Bookmark not defined.
2.1.2 Komunikasi Pemasaran.....	Error! Bookmark not defined.
2.1.3 Bauran Komunikasi Pemasaran.....	Error! Bookmark not defined.
2.1.4 <i>Celebrity Endorsement</i> .....	Error! Bookmark not defined.
2.1.5 Minat Beli.....	Error! Bookmark not defined.
2.1.6 Pengaruh <i>Endorsement</i> Terhadap Minat Beli	Error! Bookmark not defined.
2.2 Peneliti Terdahulu .....	Error! Bookmark not defined.
2.2.1 Skripsi .....	Error! Bookmark not defined.
2.2.2 Jurnal Nasional .....	Error! Bookmark not defined.

2.2.3	Jurnal Internasional .....	Error! Bookmark not defined.
2.3	Kerangka Pemikiran .....	Error! Bookmark not defined.
2.4	Hipotesis Penelitian .....	Error! Bookmark not defined.
2.5	Ruang Lingkup Penelitian .....	Error! Bookmark not defined.
2.5.1	Variabel dan Subvariabel.....	Error! Bookmark not defined.
2.5.2	Lokasi dan Objek Penelitian..	Error! Bookmark not defined.
2.5.3	Waktu dan Periode Penelitian .....	Error! Bookmark not defined.
BAB III	.....	Error! Bookmark not defined.
3.1	Jenis Penelitian .....	Error! Bookmark not defined.
3.2	Variabel Operasional dan Skala Pengukuran ...	Error! Bookmark not defined.
3.2.1	Variabel Penelitian.....	Error! Bookmark not defined.
3.2.2	Operasional Variabel.....	Error! Bookmark not defined.
3.2.3	Skala Pengukuran.....	Error! Bookmark not defined.
3.3	Tahapan Penelitian.....	Error! Bookmark not defined.
3.4	Populasi dan Sampel .....	Error! Bookmark not defined.
3.4.1	Populasi .....	Error! Bookmark not defined.
3.4.2	Sampel.....	Error! Bookmark not defined.
3.4.3	Teknik Sampling .....	Error! Bookmark not defined.
3.5	Pengumpulan Data .....	Error! Bookmark not defined.
3.6	Jenis Data .....	Error! Bookmark not defined.
3.7	Teknik Pengujian Data .....	Error! Bookmark not defined.
3.7.1	Uji Validitas .....	Error! Bookmark not defined.
3.7.2	Uji Reliabilitas .....	Error! Bookmark not defined.
3.8	Teknik Analisis Data .....	Error! Bookmark not defined.
3.8.1	Analisis Deskriptif.....	Error! Bookmark not defined.
3.8.2	<i>Method of Successive Interval</i> (MSI).....	Error! Bookmark not defined.
3.8.3	Uji Asumsi Klasik .....	Error! Bookmark not defined.
3.8.4	Analisis Regresi Linier Berganda .....	Error! Bookmark not defined.
3.8.5	Uji Hipotesis.....	Error! Bookmark not defined.
3.8.6	Koefisien Determinasi.....	Error! Bookmark not defined.

<b>BAB IV .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1 Karakteristik Responden .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1.1 Karakteristik Responden Berdasarkan Usia .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1.2 Karakteristik Responden Berdasarkan Pengeluaran untuk Membeli Kosmetik <i>Lipstick</i> .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2 Analisis Deskriptif .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.1 Analisis Tanggapan Responden Terhadap <i>Visibility</i> ..</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.2 Analisis Tanggapan Responden Terhadap <i>Credibility</i> ..</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.3 Analisis Tanggapan Responden Terhadap <i>Attraction</i> ..</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.4 Analisis Tanggapan Responden Terhadap <i>Power</i> .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.5 Analisis Tanggapan Responden Terhadap <i>Endorsement</i></b>	<b>Error! Bookmark not defined.</b>
<b>4.2.6 Analisis Tanggapan Responden Terhadap Minat Beli.</b>	<b>Error! Bookmark not defined.</b>
<b>4.3 <i>Method of Successive Interval</i> (MSI) .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.4 Uji Asumsi Klasik .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.4.1 Uji Normalitas .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.4.2 Uji Multikolinieritas .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.4.3 Uji Heterokedastisitas .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.5 Analisis Regresi Linier Berganda .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.6 Uji Hipotesis .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.6.1 Uji Silmutan (Uji F) .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.6.2 Uji Parsial (Uji t) .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.7 Koefisien Determinasi (<math>R^2</math>) .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.8 Pembahasan .....</b>	<b>Error! Bookmark not defined.</b>
<b>BAB V .....</b>	<b>Error! Bookmark not defined.</b>
<b>5.1 Kesimpulan .....</b>	<b>Error! Bookmark not defined.</b>
<b>5.2 Saran .....</b>	<b>Error! Bookmark not defined.</b>
<b>5.2.1 Saran untuk Lizzie Parra .....</b>	<b>Error! Bookmark not defined.</b>

**5.2.2 Saran untuk Peneliti Selanjutnya .....Error! Bookmark not defined.**

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

**LAMPIRAN .....Error! Bookmark not defined.**