

## DAFTAR ISI

<b>HALAMAN PENGESAHAN</b> .....	Error! Bookmark not defined.
<b>HALAMAN PERNYATAAN</b> .....	Error! Bookmark not defined.
<b>KATA PENGANTAR</b> .....	Error! Bookmark not defined.
<b>ABSTRAK</b> .....	Error! Bookmark not defined.
<b>ABSTRACT</b> .....	Error! Bookmark not defined.
<b>DAFTAR ISI</b> .....	<b>vii</b>
<b>DAFTAR GAMBAR</b> .....	Error! Bookmark not defined.
<b>DAFTAR TABEL</b> .....	Error! Bookmark not defined.
<b>BAB I PENDAHULUAN</b> .....	Error! Bookmark not defined.
<b>1.1. Gambaran Umum Perusahaan</b> .....	Error! Bookmark not defined.
<b>1.2. Latar Belakang</b> .....	Error! Bookmark not defined.
<b>1.3. Perumusan Masalah</b> .....	Error! Bookmark not defined.
<b>1.4. Tujuan penelitian</b> .....	Error! Bookmark not defined.
<b>1.5. Kegunaan penelitian</b> .....	Error! Bookmark not defined.
<b>1.6. Sistematika Penulisan</b> .....	Error! Bookmark not defined.
<b>BAB II TINJAUAN PUSTAKA DAN LINGKUP PENELITIAN</b> .....	Error! Bookmark not defined.
<b>2.1. Tinjauan Pustaka</b> .....	Error! Bookmark not defined.
<b>2.1.1. Pemasaran</b> .....	Error! Bookmark not defined.
<b>2.1.2. Bauran Pemasaran</b> .....	Error! Bookmark not defined.
<b>2.1.3. Perilaku Konsumen</b> .....	Error! Bookmark not defined.
<b>2.1.4. Keputusan Pembelian</b> .....	Error! Bookmark not defined.
<b>2.1.5. E-Commerce</b> .....	Error! Bookmark not defined.
<b>2.1.6. Penelitian Terdahulu</b> .....	Error! Bookmark not defined.
<b>Jurnal Riset Ekonomi, Bisnis dan Akuntansi, Volume 2 ...</b>	Error! Bookmark not defined.
<b>2.1.7. Kerangka Pemikiran</b> .....	Error! Bookmark not defined.
<b>BAB III METODE PENELITIAN</b> .....	Error! Bookmark not defined.
<b>3.1. Jenis Penelitian</b> .....	Error! Bookmark not defined.

<b>3.2.</b>	<b>Variabel Operasional dan Skala Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.2.1.</b>	<b>Variabel Operasional .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.2.2.</b>	<b>Skala Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.3.</b>	<b>Tahapan Penelitian.....</b>	<b>Error! Bookmark not defined.</b>
<b>3.4.</b>	<b>Pengumpulan Data .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.4.1.</b>	<b>Sumber Data .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.4.2.</b>	<b>Metode Pengumpulan Data .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.5.</b>	<b>Populasi dan Sampel .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.5.1.</b>	<b>Populasi .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.5.2.</b>	<b>Sampel Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.6.</b>	<b>Uji Validitas dan Reliabilitas.....</b>	<b>Error! Bookmark not defined.</b>
<b>3.6.1.</b>	<b>Validitas .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.6.2.</b>	<b>Reliabilitas .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.7.</b>	<b>Teknik Analisis Data .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.7.1.</b>	<b>Analisis Deskriptif.....</b>	<b>Error! Bookmark not defined.</b>
<b>3.7.2.</b>	<b>Analisis Faktor .....</b>	<b>Error! Bookmark not defined.</b>
<b>BAB IV HASIL DAN PEMBAHASAN .....</b>		<b>Error! Bookmark not defined.</b>
<b>4.1.</b>	<b>Karakteristik Responden.....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1.1.</b>	<b>Karakteristik Responden Berdasarkan Jenis Kelamin.....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1.2.</b>	<b>Karakteristik Responden Berdasarkan Usia.....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1.3.</b>	<b>Karakteristik Responden Berdasarkan Pekerjaan.....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1.4.</b>	<b>Karakteristik Responden Berdasarkan Pendapatan .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.</b>	<b>Analisis Faktor .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.1.</b>	<b>Matriks Korelasi.....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.2.</b>	<b>Menentukan Banyaknya Faktor ...</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.3.</b>	<b>Melakukan Rotasi Faktor.....</b>	<b>Error! Bookmark not defined.</b>
<b>4.2.4.</b>	<b>Interpretasi Faktor.....</b>	<b>Error! Bookmark not defined.</b>

4.3. Pembahasan Hasil Penelitian.....	Error! Bookmark not defined.
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>Error! Bookmark not defined.</b>
5. Kesimpulan dan Saran .....	Error! Bookmark not defined.
5.1. Kesimpulan.....	Error! Bookmark not defined.
5.2. Saran.....	Error! Bookmark not defined.
5.2.1. Saran Bagi Perusahaan .....	Error! Bookmark not defined.
5.2.2. Saran Bagi Penelitian Selanjutnya .....	Error! Bookmark not defined.
	defined.
<b>DAFTAR PUSTAKA .....</b>	<b>Error! Bookmark not defined.</b>
<b>LAMPIRAN.....</b>	<b>Error! Bookmark not defined.</b>