

DAFTAR ISI

ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
LEMBAR PENGESAHAN.....	Error! Bookmark not defined.
PERNYATAAN ORISINALITAS	Error! Bookmark not defined.
LEMBAR PERSETUJUAN PUBLIKASI	Error! Bookmark not defined.
MOTTO DAN PERSEMBAHAN	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
BAB I.....	Error! Bookmark not defined.
A. Latar Belakang Penelitian	Error! Bookmark not defined.
B. Pertanyaan Penelitian.....	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Manfaat Penelitian.....	Error! Bookmark not defined.
E. Kebaruan Penelitian	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
A. Deskripsi Konseptual.....	Error! Bookmark not defined.
a) Niat Beli (Purchase Intention)	Error! Bookmark not defined.
b) Promosi (Promotion)	Error! Bookmark not defined.
c) Kualitas Layanan (Service Quality)	Error! Bookmark not defined.
d) Kepercayaan (Trust)	Error! Bookmark not defined.
B. Review Penelitian Relevan.....	Error! Bookmark not defined.
C. Kerangka Teoritik	Error! Bookmark not defined.
D. Hipotesis Penelitian.....	Error! Bookmark not defined.
BAB III.....	Error! Bookmark not defined.
A. Tempat, Waktu dan Objek Penelitian	Error! Bookmark not defined.

B.	Metode Penelitian	Error! Bookmark not defined.
C.	Metode Penentuan Populasi dan Sampel.....	Error! Bookmark not defined.
D.	Metode Pengumpulan Data	Error! Bookmark not defined.
E.	Operasionalisasi Variabel Penelitian ..	Error! Bookmark not defined.
F.	Skala Pengukuran.....	Error! Bookmark not defined.
G.	Teknik Analisis Data.....	Error! Bookmark not defined.
a)	Analisis Deskriptif.....	Error! Bookmark not defined.
b)	Uji Validitas dan Reabilitas	Error! Bookmark not defined.
c)	Uji Pengaruh Langsung dan Tidak Langsung.....	Error! Bookmark not defined.
d)	Kesesuaian Model.....	Error! Bookmark not defined.
e)	Pengujian Hipotesis.....	Error! Bookmark not defined.
f)	Model SEM	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
A.	Deskripsi Data.....	Error! Bookmark not defined.
a)	Karakteristik Responden	Error! Bookmark not defined.
b)	Uji Validitas dan Reabilitas	Error! Bookmark not defined.
c)	Analisis Deskriptif.....	Error! Bookmark not defined.
d)	Confirmatory Factor Analysis	Error! Bookmark not defined.
e)	Full Model SEM	Error! Bookmark not defined.
f)	Uji Pengaruh Langsung dan Tidak Langsung..	Error! Bookmark not defined.
g)	Uji Hipotesis	Error! Bookmark not defined.
B.	Pembahasan	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
A.	Kesimpulan	Error! Bookmark not defined.
B.	Implikasi Praktis.....	Error! Bookmark not defined.
C.	Keterbatasan Penelitian.....	Error! Bookmark not defined.
D.	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.

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

