

DAFTAR ISI

ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
PERNYATAAN ORISINALITAS.....	Error! Bookmark not defined.
LEMBAR MOTTO DAN PERSEMBAHAN.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI.....	Error! Bookmark not defined.
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. 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.
KAJIAN TEORETIK.....	Error! Bookmark not defined.
A. Deskripsi Konseptual	Error! Bookmark not defined.
1. Minat Beli.....	Error! Bookmark not defined.

2. Kepercayaan	Error! Bookmark not defined.
3. Pengalaman Belanja	Error! Bookmark not defined.
B. Hasil penelitian yang relevan	Error! Bookmark not defined.
C. Kerangka Teoritik	Error! Bookmark not defined.
D. Perumusan Hipotesis	Error! Bookmark not defined.
BAB III.....	Error! Bookmark not defined.
METODOLOGI PENELITIAN	Error! Bookmark not defined.
A. Tempat dan Waktu Penelitian	Error! Bookmark not defined.
1. Tempat Penelitian.....	Error! Bookmark not defined.
2. Waktu Penelitian	Error! Bookmark not defined.
B. Metode Penelitian.....	Error! Bookmark not defined.
1. Metode.....	Error! Bookmark not defined.
2. Konstelasi Pengaruh Antar Variabel	Error! Bookmark not defined.
C. Populasi dan Sampel	Error! Bookmark not defined.
D. Teknik Pengumpulan Data	Error! Bookmark not defined.
1. Minat Beli (Variabel Y)	Error! Bookmark not defined.
2. Kepercayaan (Variabel X1).....	Error! Bookmark not defined.
3. Pengalaman Belanja (Variabel X2)	Error! Bookmark not defined.
E. Teknik Analisis Data.....	Error! Bookmark not defined.
1. Uji Persyaratan Analisis	Error! Bookmark not defined.

- a. Uji Normalitas**Error! Bookmark not defined.**
- b. Uji Linieritas**Error! Bookmark not defined.**
- 2. Persamaan Regresi Linier Berganda**Error! Bookmark not defined.**
- 3. Uji Hipotesis.....**Error! Bookmark not defined.**
- 4. Perhitungan Koefisien Determinasi**Error! Bookmark not defined.**

BAB IV.....**Error! Bookmark not defined.**

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

- A. Deskripsi Data**Error! Bookmark not defined.**
 - 1.Data Minat Beli.....**Error! Bookmark not defined.**
 - 2. Data Kepercayaan**Error! Bookmark not defined.**
 - 3.Data Pengalaman Belanja**Error! Bookmark not defined.**
- B. Pengujian Hipotesis.....**Error! Bookmark not defined.**
 - 1. Pengujian Persyaratan Analisis **Error! Bookmark not defined.**
 - a. Uji Normalitas**Error! Bookmark not defined.**
 - b. Uji Linieritas**Error! Bookmark not defined.**
 - 2. Persamaan Regresi Linier Berganda**Error! Bookmark not defined.**
 - 3. Pengujian Hipotesis Penelitian. **Error! Bookmark not defined.**
 - a. Uji Signifikansi Simultan (Uji F)**Error! Bookmark not defined.**
 - b. Uji Signifikansi Parsial (Uji t)**Error! Bookmark not defined.**
 - 4. Pengujian Koefisien Determinasi**Error! Bookmark not defined.**

- a. Koefisien Determinasi X_1 terhadap Y **Error! Bookmark not defined.**
- b. Koefisien Determinasi X_2 terhadap Y **Error! Bookmark not defined.**
- c. Koefisien Determinasi Secara Keseluruhan. **Error! Bookmark not defined.**
- d. Pembahasan **Error! Bookmark not defined.**

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

KESIMPULAN, IMPLIKASI DAN SARAN **Error! Bookmark not defined.**

- A. Kesimpulan **Error! Bookmark not defined.**
- B. Implikasi **Error! Bookmark not defined.**
- C. Saran **Error! Bookmark not defined.**

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

LAMPIRAN **Error! Bookmark not defined.**