

DAFTAR ISI

HALAMAN JUDUL	i
HALAMAN PERSETUJUAN.....	Error! Bookmark not defined.
HALAMAN PENGESAHAN.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL.....	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
A. Latar Belakang Masalah.....	Error! Bookmark not defined.
B. Rumusan Masalah	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Kegunaan Penelitian.....	Error! Bookmark not defined.
E. Ruang Lingkup Penelitian.....	Error! Bookmark not defined.
F. Asumsi Penelitian.....	Error! Bookmark not defined.
G. Hipotesis Penelitian.....	Error! Bookmark not defined.
H. Definisi Istilah	Error! Bookmark not defined.
I. Kajian Terdahulu.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
A. Pemasaran.....	18
B. Kepuasan Konsumen.....	19
1. Pengertian Kepuasan Konsumen.....	19
2. Indikator Kepuasan Konsumen.....	21
3. Faktor-faktor yang Mempengaruhi Kepuasan Konsumen.....	21
4. Cara Mengukur Kepuasan Konsumen.....	23
C. Harga.....	25
1. Pengertian Harga	Error! Bookmark not defined.
2. Indikator Harga.....	Error! Bookmark not defined.
3. Metode Penetapan Harga.....	Error! Bookmark not defined.
D. Kelengkapan Produk	Error! Bookmark not defined.
1. Pengertian Kelengkapan Produk	Error! Bookmark not defined.
2. Atribut Produk.....	29
3. Indikator Kelengkapan Produk.....	32
BAB III METODE PENELITIAN	Error! Bookmark not defined.
A. Rancangan Penelitian	Error! Bookmark not defined.

- B. Populasi dan Sampel**Error! Bookmark not defined.**
- C. Instrumen Penelitian.....**Error! Bookmark not defined.**
- D. Pengumpulan Data**Error! Bookmark not defined.**
- E. Analisis Data**Error! Bookmark not defined.**
 - a. Uji Validitas**Error! Bookmark not defined.**
 - b. Uji Reliabilitas.....**Error! Bookmark not defined.**
 - c. Uji Asumsi Klasik**Error! Bookmark not defined.**

BAB IV DESKRIPSI, PEMBUKTIAN HIPOTESIS, DAN PEMBAHASAN**Error! Bookmark not defined.**

- A. Deskripsi Singkat Toko Hj. Firda**Error! Bookmark not defined.**
- B. Pembuktian Hipotesis.....**Error! Bookmark not defined.**
- C. Pembahasan.....**Error! Bookmark not defined.**

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

- A. Simpulan.....**Error! Bookmark not defined.**
- B. Saran-saran**Error! Bookmark not defined.**

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

LAMPIRAN.....**66**