

DAFTAR ISI

| | |
|---|------|
| HALAMAN PERSETUJUAN | ii |
| HALAMAN PENGESAHAN..... | iii |
| HALAMAN PERNYATAAN | iv |
| HALAMAN MOTTO | v |
| HALAMAN PERSEMBAHAN | vi |
| KATA PENGANTAR | vii |
| DAFTAR ISI..... | ix |
| ABSTRAK | xvi |
| ABSTRACT..... | xvii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 11 |
| 1.3 Tujuan Penelitian..... | 11 |
| 1.4 Hipotesis Penelitian | 12 |
| 1.5 Manfaat Penelitian..... | 12 |
| 1.6 Kerangka Teori..... | 14 |
| 1.6.1 Teori Perilaku Konsumen | 14 |
| 1.6.2 Konsep <i>Marketing Mix</i> | 17 |
| BAB II TINJAUAN PUSTAKA..... | 20 |
| 2.1 <i>Product</i> (Produk)..... | 20 |
| 2.2 <i>Price</i> (Harga)..... | 22 |
| 2.3 <i>Place</i> (Lokasi/Tempat) | 23 |
| 2.4 <i>Promotion</i> (Promosi)..... | 24 |
| 2.5 Keputusan Pembelian | 26 |
| 2.6 Penelitian Terdahulu..... | 28 |
| BAB III METODE PENELITIAN..... | 32 |
| 3.1 Jenis Penelitian | 32 |
| 3.2 Paradigma Penelitian | 32 |
| 3.3 Obyek Penelitian | 33 |
| 3.4 Populasi Penelitian | 34 |
| 3.5 Sampel Penelitian | 35 |

| | | |
|-----------------------------------|--|----|
| 3.6 | Teknik Pengambilan Sampel..... | 36 |
| 3.7 | Jenis Data | 37 |
| 3.8 | Definisi Konseptual | 38 |
| 3.9 | Definisi Operasional..... | 40 |
| 3.10 | Teknik Pengumpulan Data | 42 |
| 3.10.1 | Instrumen Penelitian..... | 42 |
| 3.10.2 | Skala Pengukuran Variabel | 43 |
| 3.10.3 | Uji Instrumen Data..... | 43 |
| 3.11 | Teknik Analisis Data | 48 |
| 3.11.1 | Uji Asumsi Klasik..... | 49 |
| 3.11.2 | Analisis Regresi Linear Berganda..... | 50 |
| 3.11.3 | Uji Hipotesis | 51 |
| 3.11.4 | Uji Koefisien Determinasi (R ²)..... | 53 |
| BAB IV HASIL DAN PEMBAHASAN | | 54 |
| 4.1 | Deskripsi Perusahaan | 54 |
| 4.1.1 | Gambaran Umum Perusahaan..... | 54 |
| 4.1.2 | Produk Mixue Ice Cream & Tea | 56 |
| 4.2 | Karakteristik Responden | 58 |
| 4.3 | Hasil Data Variabel Penelitian | 60 |
| 4.3.1 | Deskripsi Variabel <i>Product</i> (X ₁)..... | 60 |
| 4.3.2 | Hasil Analisis Variabel <i>Product</i> (X ₁)..... | 67 |
| 4.3.3 | Variabel <i>Price</i> (X ₂) | 68 |
| 4.3.4 | Hasil Analisis Variabel <i>Price</i> (X ₂)..... | 72 |
| 4.3.5 | Variabel <i>Place</i> (X ₃) | 73 |
| 4.3.6 | Hasil Analisis Deskripsi Variabel <i>Place</i> (X ₃) | 78 |
| 4.3.7 | Variabel <i>Promotion</i> (X ₄)..... | 79 |
| 4.3.8 | Hasil Analisis Deskripsi Variabel <i>Promotion</i> (X ₄) | 84 |
| 4.3.9 | Variabel Keputusan Pembelian (Y) | 85 |
| 4.3.10 | Hasil Analisis Deskripsi Variabel Keputusan Pembelian (Y)..... | 90 |
| 4.4 | Hasil Analisa Data | 91 |
| 4.4.1 | Pengujian Asumsi Klasik | 91 |
| 4.4.2 | Hasil Uji Analisis Regresi Linear Berganda | 95 |

| | | |
|----------------------|--|-------|
| 4.4.3 | Pengujian Hipotesis..... | 97 |
| 4.4.4 | Hasil Uji Koefisien Determinasi (R^2) | 99 |
| 4.5 | Pembahasan Hasil Penelitian..... | 100 |
| 4.5.1 | Pengaruh <i>Product</i> terhadap Keputusan Pembelian | 101 |
| 4.5.2 | Pengaruh <i>Price</i> terhadap Keputusan Pembelian | 103 |
| 4.5.3 | Pengaruh <i>Place</i> terhadap Keputusan Pembelian..... | 105 |
| 4.5.4 | Pengaruh <i>Promotion</i> terhadap Keputusan Pembelian..... | 106 |
| 4.5.5 | Pengaruh <i>Product, Price, Place, dan Promotion</i> terhadap Keputusan Pembelian..... | 108 |
| BAB V PENUTUP..... | | 111 |
| 5.1 | Kesimpulan..... | 111 |
| 5.2 | Saran | 112 |
| Daftar Pustaka | | 114 |
| Lampiran | | xviii |