

DAFTAR ISI

LEMBAR PERSETUJUAN SKRIPSI	Error! Bookmark not defined.
HALAMAN PERNYATAAN KEASLIAN	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI KARYA	Error! Bookmark not defined.
ILMIAH UNTUK KEPENTINGAN AKADEMIS	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	5
DAFTAR GAMBAR	6
DAFTAR LAMPIRAN	6
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Identifikasi Masalah.....	Error! Bookmark not defined.
1.3 Rumusan Masalah.....	Error! Bookmark not defined.
1.4 Tujuan Penelitian	Error! Bookmark not defined.
1.5 Manfaat Penelitian	Error! Bookmark not defined.
BAB II.....	Error! Bookmark not defined.
LANDASAN TEORI.....	Error! Bookmark not defined.
2.1 <i>Impulse Buying</i>	Error! Bookmark not defined.
2.1.1 Faktor yang Mempengaruhi <i>Impulse Buying</i>	Error! Bookmark not defined.
2.1.2 Dimensi <i>Impulse Buying</i>	Error! Bookmark not defined.
2.2 <i>Brand Image</i>	Error! Bookmark not defined.

2.2.1	Faktor faktor yang membentuk Citra Merek	Error! Bookmark not defined.
2.2.2	Dimensi <i>Brand Image</i>	Error! Bookmark not defined.
2.3	<i>Visual Merchandising</i>	Error! Bookmark not defined.
2.3.1	Aspek Aspek <i>Visual Merchandising</i>	Error! Bookmark not defined.
2.3.2	Dimensi <i>Visual Merchandising</i>	Error! Bookmark not defined.
2.4	<i>Shopping Lifestyle</i>	Error! Bookmark not defined.
2.4.1	Macam Macam <i>Shopping Lifestyle</i>	Error! Bookmark not defined.
2.4.2	Indikator <i>Shopping Lifestyle</i>	Error! Bookmark not defined.
2.4.3	Dimensi <i>Shopping Lifestyle</i>	Error! Bookmark not defined.
2.5	Penelitian Terdahulu	Error! Bookmark not defined.
2.6	Hubungan antar Variabel	Error! Bookmark not defined.
2.6.1	Hubungan <i>Brand Image</i> Terhadap <i>Impulse Buying</i>	Error! Bookmark not defined.
2.6.2	Hubungan <i>Visual Merchandising</i> Terhadap <i>Impulse Buying</i>	Error! Bookmark not defined.
2.6.3	Hubungan <i>Shopping Lifestyle</i> Terhadap <i>Impulse Buying</i>	Error! Bookmark not defined.
2.7	Hipotesis	Error! Bookmark not defined.
2.8	Model Penelitian	Error! Bookmark not defined.
BAB III		Error! Bookmark not defined.
METODE PENELITIAN		Error! Bookmark not defined.
3.1	Desain Penelitian	Error! Bookmark not defined.
3.2	Metode Pengumpulan Data	Error! Bookmark not defined.
3.3	Jenis dan Sumber Data	Error! Bookmark not defined.
3.3.1	Jenis Data	Error! Bookmark not defined.
3.3.2	Sumber Data	Error! Bookmark not defined.
3.4	Populasi dan Sampel	Error! Bookmark not defined.

3.4.1 Populasi	Error! Bookmark not defined.
3.4.2 Sampel.....	Error! Bookmark not defined.
3.5 Teknik Pengambilan Sampel.....	Error! Bookmark not defined.
3.6 Definisi Operasional Variabel	Error! Bookmark not defined.
3.7 Variabel Dependen (Y)	Error! Bookmark not defined.
3.7.1 <i>Impulse Buying</i> (Y)	Error! Bookmark not defined.
3.8 Variabel Independen (X).....	Error! Bookmark not defined.
3.8.1 <i>Brand Image</i> (X1)	Error! Bookmark not defined.
3.8.2 <i>Visual Merchandising</i> (X2).....	Error! Bookmark not defined.
3.8.3 <i>Shopping Lifestyle</i> (X3).....	Error! Bookmark not defined.
3.9 Teknik Analisis Data.....	Error! Bookmark not defined.
3.9.1 Uji Validitas.....	Error! Bookmark not defined.
3.9.2 Uji Reliabilitas	Error! Bookmark not defined.
3.9.3 Analisis deskriptif penelitian	Error! Bookmark not defined.
3.10 Metode Analisis Data.....	Error! Bookmark not defined.
3.10.1 Analisis Regresi Linier Berganda	Error! Bookmark not defined.
3.10.2 Uji F.....	Error! Bookmark not defined.
3.10.3 Uji t.....	Error! Bookmark not defined.
3.10.4 Koefisien Determinasi	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
HASIL PENELITIAN.....	Error! Bookmark not defined.
4.1 Hasil Penelitian.....	Error! Bookmark not defined.
4.1.1 Gambaran Umum Objek Penelitian....	Error! Bookmark not defined.
4.2 Identitas Responden.....	Error! Bookmark not defined.
4.2.1 Responden Berdasarkan jenis kelamin	Error! Bookmark not defined.

4.2.2 Responden Berdasarkan Pekerjaan Saat Ini	Error! Bookmark not defined.
4.2.3 Responden Berdasarkan Intensitas pembelian	Error! Bookmark not defined.
4.2.4 Responden Berdasarkan Pendapatan Perbulan	Error! Bookmark not defined.
4.3 Hasil Uji Instrumen.....	Error! Bookmark not defined.
4.3.1 Uji Validitas	Error! Bookmark not defined.
4.3.2 Uji Reliabilitas	Error! Bookmark not defined.
4.4 Hasil Uji Deskriptif Statistik	Error! Bookmark not defined.
4.4.1 Statistik Deskriptif <i>Brand Image</i> (X1)	Error! Bookmark not defined.
4.4.2 Statistik Deskriptif <i>Visual Merchandising</i> (X2)	Error! Bookmark not defined.
4.4.3 Statistik Deskriptif <i>Shopping Lifestyle</i> (X3)	Error! Bookmark not defined.
4.4.4 Statistik Deskriptif <i>Impulse Buying</i> (Y)	Error! Bookmark not defined.
4.5 Uji Hipotesis.....	Error! Bookmark not defined.
4.5.1 Analisis Regresi Linear Berganda Model 1	Error! Bookmark not defined.
4.5.2 Uji F.....	Error! Bookmark not defined.
4.5.3 Uji t.....	Error! Bookmark not defined.
4.5.4 Koefisien Determinasi (R2)	Error! Bookmark not defined.
BAB V.....	Error! Bookmark not defined.
PEMBAHASAN.....	Error! Bookmark not defined.
5.1 Pengaruh <i>Brand Image</i> (X1) Terhadap <i>Impulse Buying</i> (Y)	Error! Bookmark not defined.
5.2 Pengaruh <i>Visual Merchandising</i> (X2) Terhadap <i>Impulse Buying</i> (Y)	Error! Bookmark not defined.
5.3 Pengaruh <i>Shopping Lifestyle</i> (X3) Terhadap <i>Impulse Buying</i> (Y)	Error! Bookmark not defined.
5.4 Temuan Penelitian	Error! Bookmark not defined.
5.5 Keterbatasan Penelitian.....	Error! Bookmark not defined.
BAB VI	Error! Bookmark not defined.

PENUTUP	Error! Bookmark not defined.
6.1 Kesimpulan.....	Error! Bookmark not defined.
6.2 Saran	Error! Bookmark not defined.
6.3 Implikasi Penelitian	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	12
Tabel 3.1 Skala ukur likert	21
Tabel 3.2 Operasional Impulse Buying.....	23
Tabel 3.3 Operasional Variabel <i>Brand Image</i>	24
Tabel 3.4 Operasional Variabel <i>Visual Merchandising</i>	25
Tabel 3.5 Operasional Variabel <i>Shopping Lifestyle</i>	26
Tabel 3.6 Nilai <i>Alpha Cronbach</i>	27
Tabel 4.1 Responden Berdasarkan Jenis Kelamin	30
Tabel 4.2 Responden Berdasarkan Pekerjaan	31
Tabel 4.3 Responden Berdasarkan Intensitas Pembelian	31
Tabel 4.4 Responden Berdasarkan Pendapatan Perbulan	32
Tabel 4.5 Uji Validitas <i>Brand Image</i> (X1)	33
Tabel 4.6 Uji Validitas <i>Visual Merchandising</i> (X2)	34
Tabel 4.7 Uji Validitas <i>Shopping lifestyle</i> (X3)	34
Tabel 4.8 Uji Validitas <i>Shopping lifestyle</i> (Y)	35
Tabel 4.9 Hasil Uji Reliabilitas 4 Variabel Penelitian	36
Tabel 4.10 Skala Pengukuran Nilai Indeks	37
Tabel 4.11 Statistik Deskriptif <i>Brand Image</i> (X1)	38
Tabel 4.12 Statistik Deskriptif <i>Visual Merchandising</i> (X2)	39

Tabel 4.13 Statistik Deskriptif <i>Shopping Lifestyle</i> (X3)	40
Tabel 4.14 Statistik Deskriptif <i>Impulse Buying</i> (Y)	41
Tabel 4.15 Hasil Uji F	42
Tabel 4.16 Hasil Uji Analisis Regresi Linear Berganda	44
Tabel 4.17 Hasil Koefisien Determinasi (R ²)	45

DAFTAR GAMBAR

Gambar 2.1 Model Penelitian	19
Gambar 4.1 Model 1	42

DAFTAR LAMPIRAN

LAMPIRAN I	54
LAMPIRAN II	57
LAMPIRAN III	622
LAMPIRAN IV	633
LAMPIRAN V	82

