

DAFTAR ISI

HALAMAN PERSYARATAN KASLIAN	Error! Bookmark not defined.
HALAMAN PENGESAHAN SIDANG SKRIPSI	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
HALAMAN PERSETUJUAAN PUBLIKASI KARYA ILMIAH	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1. Latar Belakang	Error! Bookmark not defined.
1.2. Identifikasi Masalah	Error! Bookmark not defined.
1.3. Pembatasan Masalah	Error! Bookmark not defined.
1.4. Perumusan Masalah	Error! Bookmark not defined.
1.5. Tujuan Penelitian	Error! Bookmark not defined.
1.6. Manfaat Penelitian	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
2.1. Perilaku Konsumen	Error! Bookmark not defined.
2.2. Keputusan Pembelian	Error! Bookmark not defined.
2.3. Korean Wave	Error! Bookmark not defined.
2.4. Brand Ambassador	Error! Bookmark not defined.
2.5. Citra Merek	Error! Bookmark not defined.
1.6. Peneliti Terdahulu	Error! Bookmark not defined.
2.7. Hubungan Antar Variabel.....	Error! Bookmark not defined.
2.8. Hipotesis Penelitian.....	Error! Bookmark not defined.
2.9. Model Penelitian	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1. Desain Penelitian	Error! Bookmark not defined.
3.2. Jenis dan Sumber Data	Error! Bookmark not defined.
3.3. Populasi dan Sampel	Error! Bookmark not defined.
3.4. Unit Analisis	Error! Bookmark not defined.
3.5. Definisi Operasional Variabel	Error! Bookmark not defined.
3.6. Teknis Pengambilan Sampel.....	Error! Bookmark not defined.
3.7. Teknis Analisis Data	Error! Bookmark not defined.

BAB IV HASIL PENELITIAN	Error! Bookmark not defined.
4.2. Uji Validitas.....	Error! Bookmark not defined.
4.3. Uji Reliabilitas	Error! Bookmark not defined.
4.4. Analisis Deskriptif	Error! Bookmark not defined.
4.5. Analisis Jalur (<i>Path Analysis</i>).....	Error! Bookmark not defined.
4.6. Uji F	Error! Bookmark not defined.
BAB V PEMBAHASAN.....	Error! Bookmark not defined.
5.1. Pembahasan Hasil Penelitian.....	Error! Bookmark not defined.
5.2. Temuan Penelitian.....	Error! Bookmark not defined.
5.3. Keterbatasan Penelitian	Error! Bookmark not defined.
BAB VI PENUTUP	Error! Bookmark not defined.
6.1. Kesimpulan.....	Error! Bookmark not defined.
6.2. Saran.....	Error! Bookmark not defined.
DAFTAR REFERENSI	Error! Bookmark not defined.
Lampiran.....	Error! Bookmark not defined.

Kata Kunci: *Korean Wave, Brand Ambassador, Citra Merek, Keputusan Pembelian*