

## DAFTAR ISI

<b>KATA PENGANTAR</b> .....	<b>Error! Bookmark not defined.</b>
<b>ABSTRAK</b> .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR ISI</b> .....	<b>1</b>
<b>DAFTAR TABEL</b> .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR GAMBAR</b> .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR LAMPIRAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>BAB I</b> .....	<b>Error! Bookmark not defined.</b>
<b>PENDAHULUAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>1.1 Latar Belakang</b> .....	<b>Error! Bookmark not defined.</b>
<b>1.2 Identifikasi Masalah dan Rumusan Masalah</b> .....	<b>Error! Bookmark not defined.</b>
1.2.1 Identifikasi Masalah .....	<b>Error! Bookmark not defined.</b>
1.2.2 Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
<b>1.3 Maksud dan Tujuan Penelitian</b> .....	<b>Error! Bookmark not defined.</b>
1.3.1 Maksud Penelitian .....	<b>Error! Bookmark not defined.</b>
1.3.2 Tujuan Penelitian.....	<b>Error! Bookmark not defined.</b>
<b>1.4 Kegunaan Penelitian</b> .....	<b>Error! Bookmark not defined.</b>
1.4.1 Kegunaan Praktis.....	<b>Error! Bookmark not defined.</b>
1.4.2 Kegunaan Akademis .....	<b>Error! Bookmark not defined.</b>
<b>1.5 Lokasi dan Waktu Penelitian</b> .....	<b>Error! Bookmark not defined.</b>
1.5.1 Lokasi Penelitian.....	<b>Error! Bookmark not defined.</b>
1.5.2 Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
<b>BAB II</b> .....	<b>Error! Bookmark not defined.</b>
<b>KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS</b> .....	<b>Error! Bookmark not defined.</b>
<b>Bookmark not defined.</b>	
<b>2.1 Kajian Pustaka</b> .....	<b>Error! Bookmark not defined.</b>
2.1.1 Panic Buying (Kepanikan Pembelian) .....	<b>Error! Bookmark not defined.</b>
2.1.1.1 Pengertian Panic Buying (Kepanikan Pembelian) .....	<b>Error! Bookmark not defined.</b>
2.1.1.2. Faktor Penyebab Perilaku Panic Buying.....	<b>Error! Bookmark not defined.</b>
2.1.1.3 Indikator Panic Buying .....	<b>Error! Bookmark not defined.</b>
2.1.2 Keputusan Pembelian.....	<b>Error! Bookmark not defined.</b>

2.1.2.1 Pengertian Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.1.2.2 Tahapan dalam Mengambil Keputusan Pembelian ....	<b>Error! Bookmark not defined.</b>
2.1.2.3 Indikator Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.1.3 Hasil Penelitian Terdahulu.....	<b>Error! Bookmark not defined.</b>
<b>2.2 Kerangka Pemikiran .....</b>	<b>Error! Bookmark not defined.</b>
2.2.1 Hubungan Panic Buying dengan Keputusan Pembelian ....	<b>Error! Bookmark not defined.</b>
<b>2.3 Hipotesis Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>BAB III .....</b>	<b>Error! Bookmark not defined.</b>
<b>OBJEK DAN METODE PENELITIAN .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.1 Objek Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>3.2 Metode Penelitian.....</b>	<b>Error! Bookmark not defined.</b>
3.2.1 Desain Penelitian.....	<b>Error! Bookmark not defined.</b>
3.2.2 Operasionalisasi Variable .....	<b>Error! Bookmark not defined.</b>
3.2.2.1 Variabel Independen atau Variabel Bebas (Variabel X)	<b>Error! Bookmark not defined.</b>
3.2.2.2 Variabel Dependen atau Variabel Terikat (Variabel Y)..	<b>Error! Bookmark not defined.</b>
3.2.3 Sumber Data dan Teknik Penentuan Data.....	<b>Error! Bookmark not defined.</b>
3.2.3.1 Sumber Data.....	<b>Error! Bookmark not defined.</b>
3.2.3.2 Teknik Penentuan Data .....	<b>Error! Bookmark not defined.</b>
3.2.4 Teknik Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.2.4.1 Uji Validitas.....	<b>Error! Bookmark not defined.</b>
3.2.4.2 Uji Reliabilitas.....	<b>Error! Bookmark not defined.</b>
3.2.4.3 Uji MSI (Data Ordinal ke Interval).....	<b>Error! Bookmark not defined.</b>
3.2.5 Rancangan Analisis dan Pengujian Hipotesis .....	<b>Error! Bookmark not defined.</b>
3.2.5.1 Rancangan Analisis Deskriptif/Kualitatif .....	<b>Error! Bookmark not defined.</b>
3.2.5.2 Analisis Verifikatif (Kuantitatif).....	<b>Error! Bookmark not defined.</b>
3.2.5.3 Pengujian Hipotesis.....	<b>Error! Bookmark not defined.</b>
<b>BAB IV .....</b>	<b>Error! Bookmark not defined.</b>
<b>HASIL PENELITIAN DAN PEMBAHASAN .....</b>	<b>Error! Bookmark not defined.</b>
<b>4.1 Gambaran Umum Perusahaan .....</b>	<b>Error! Bookmark not defined.</b>
4.1.1 Sejarah Singkat Perusahaan .....	<b>Error! Bookmark not defined.</b>

4.1.3	Deskripsi Pekerjaan .....	<b>Error! Bookmark not defined.</b>
<b>4.2</b>	<b>Karakteristik Responden.....</b>	<b>Error! Bookmark not defined.</b>
4.2.1	Karakteristik Responden.....	<b>Error! Bookmark not defined.</b>
4.2.2	Karakteristik Respoden Berdasarkan Usia ....	<b>Error! Bookmark not defined.</b>
4.2.3	Karakteristik Respoden Berdasarkan Pekerjaan .....	<b>Error! Bookmark not defined.</b>
<b>4.3</b>	<b>Analisis Deskriptif.....</b>	<b>Error! Bookmark not defined.</b>
4.3.1	Variabel <i>Panic Buying</i> .....	<b>Error! Bookmark not defined.</b>
4.3.2	Variabel Keputusan Pembelian.....	<b>Error! Bookmark not defined.</b>
<b>4.4</b>	<b>Analisis Verifikatif .....</b>	<b>Error! Bookmark not defined.</b>
4.4.1	Analisis Regresi Linier Sederhana .....	<b>Error! Bookmark not defined.</b>
4.4.2	Uji Asumsi Klasik.....	<b>Error! Bookmark not defined.</b>
4.4.3	Analisis Koefisien Korelasi .....	<b>Error! Bookmark not defined.</b>
4.4.4	Analisis Koefisien Determinasi.....	<b>Error! Bookmark not defined.</b>
<b>4.5</b>	<b>Pengujian Hipotesis.....</b>	<b>Error! Bookmark not defined.</b>
4.5.1	Pengajuan Hipotesis Parsial Uji T.....	<b>Error! Bookmark not defined.</b>
<b>BAB V</b>	<b>.....</b>	<b>Error! Bookmark not defined.</b>
<b>KESIMPULAN DAN SARAN</b>	<b>.....</b>	<b>Error! Bookmark not defined.</b>
<b>5.1 Kesimpulan.....</b>	<b>.....</b>	<b>Error! Bookmark not defined.</b>
<b>5.2 Saran.....</b>	<b>.....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA.....</b>	<b>.....</b>	<b>Error! Bookmark not defined.</b>