

## DAFTAR ISI

LEMBAR PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
LEMBAR PERNYATAAN KEASLIAN .....	<b>Error! Bookmark not defined.</b>
ABSTRAK	<b>Error! Bookmark not defined.</b>
<i>ABSTRACT</i>	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI .....	1
DAFTAR TABEL .....	<b>Error! Bookmark not defined.</b>
DAFTAR GAMBAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR LAMPIRAN .....	<b>Error! Bookmark not defined.</b>
BAB 1 PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang .....	<b>Error! Bookmark not defined.</b>
1.2 Identifikasi Dan Rumusan Masalah ..	<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>
1.3 Maksud dan Tujuan Penelitian.....	<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>
1.4 Kegunaan Penelitian.....	<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>
1.5 Lokasi dan Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
1.5.1 Lokasi Penelitian .....	<b>Error! Bookmark not defined.</b>

1.5.2 Waktu Penelitian.....**Error! Bookmark not defined.**

**BAB II KAJIAN TEORI, TINJAUAN PUSTAKA, DAN RUMUSAN HIPOTESIS Error!**  
**Bookmark not defined.**

2.1 Kajian Teori.....**Error! Bookmark not defined.**

2.1.1 Co-Branding .....**Error! Bookmark not defined.**

2.1.1.1 Indikator Co-Branding **Error! Bookmark not defined.**

2.1.2 Customer Based Brand Equity**Error! Bookmark not defined.**

2.1.2.1 Indikator Customer Base Brand Equity**Error! Bookmark not defined.**

2.1.3 Keputusan Pembelian.....**Error! Bookmark not defined.**

2.1.3.1 Indikator Keputusan Pembelian**Error! Bookmark not defined.**

2.1.4 Hasil Penelitian Terdahulu .....**Error! Bookmark not defined.**

2.2 Kerangka Pemikiran .....**Error! Bookmark not defined.**

2.2.1 Hubungan Co-branding Terhadap Keputusan Pembelian**Error! Bookmark not defined.**

2.2.2 Hubungan Customer Based Brand Equity terhadap Keputusan Pembelian  
.....**Error! Bookmark not defined.**

2.2.3 Hubungan Co-branding, Customer Based Brand Equity terhadap Keputusan  
Pembelian .....**Error! Bookmark not defined.**

2.3 Paradigma Penelitian .....**Error! Bookmark not defined.**

2.4 Hipotesis.....**Error! Bookmark not defined.**

**BAB III OBJEK DAN METODOLOGI PENELITIAN****Error! Bookmark not defined.**

3.1 Objek Penelitian .....**Error! Bookmark not defined.**

3.2 Metode Penelitian.....**Error! Bookmark not defined.**

3.2.1 Desain Penelitian.....**Error! Bookmark not defined.**

3.2.2 Operasionalisasi Variabel Penelitian**Error! Bookmark not defined.**

3.2.3 Sumber dan Teknik Penentuan Data**Error! Bookmark not defined.**

- 3.2.3.1 Sumber Data ..... **Error! Bookmark not defined.**
- 3.2.3.2 Teknik Pengumpulan Data **Error! Bookmark not defined.**
- 3.2.4 Teknik Pengumpulan Data ..... **Error! Bookmark not defined.**
  - 3.2.4.1 Uji Validitas ..... **Error! Bookmark not defined.**
  - 3.2.4.2 Uji Realibilitas ..... **Error! Bookmark not defined.**
  - 3.2.4.3 Uji MSI..... **Error! Bookmark not defined.**
- 3.2.5 Rancangan Analisis Data dan Pengujian Hipotesis **Error! Bookmark not defined.**
  - 3.2.5.1 Rancangan Analisis ..... **Error! Bookmark not defined.**
  - 3.2.5.2 Analisa Deskriptif (Kuantitatif) **Error! Bookmark not defined.**
  - 3.2.5.3 Analisis Verifikatif (Kuantitatif) **Error! Bookmark not defined.**
  - 3.2.5.4 Pengujian Hipotesis ..... **Error! Bookmark not defined.**

#### **BAB IV PEMBAHASAN ..... Error! Bookmark not defined.**

- 4.1 Gambaran Umum ..... **Error! Bookmark not defined.**
  - 4.1.1. Sejarah Singkat Perusahaan... **Error! Bookmark not defined.**
  - 4.1.2. Visi dan Moto ..... **Error! Bookmark not defined.**
    - 4.1.2.1 Visi..... **Error! Bookmark not defined.**
    - 4.1.2.2 Moto ..... **Error! Bookmark not defined.**
  - 4.1.3. Struktur Organisasi..... **Error! Bookmark not defined.**
  - 4.1.4. Job Deskripsi ..... **Error! Bookmark not defined.**
  - 4.1.5. Kondisi Perusahaan..... **Error! Bookmark not defined.**
- 4.2 Karakteristik Responden ..... **Error! Bookmark not defined.**
- 4.3 Analisis Deskriptif..... **Error! Bookmark not defined.**
  - 4.3.1 Tanggapan Responden Mengenai *Co-Branding* **Error! Bookmark not defined.**
  - 4.3.2 Tanggapan Responden Mengenai *Customer Based Brand Equity* **Error! Bookmark not defined.**

4.3.3	Tanggapan Responden Mengenai Keputusan Pembelian	<b>Error! Bookmark not defined.</b>
4.4	Analisis Verifikatif	<b>Error! Bookmark not defined.</b>
4.4.1	Asumsi Klasik	<b>Error! Bookmark not defined.</b>
4.4.2	Analisis Regresi Linear Berganda	<b>Error! Bookmark not defined.</b>
4.4.3	Analisis Korelasi Berganda ...	<b>Error! Bookmark not defined.</b>
4.4.4	Koefisien Determinasi	<b>Error! Bookmark not defined.</b>
4.5	Pengujian Hipotesis	<b>Error! Bookmark not defined.</b>
4.5.1	Pengujian Hipotesis Secara Simultan (Uji F)	<b>Error! Bookmark not defined.</b>
4.5.2	Pengujian Hipotesis Secara Parsial (Uji T)	<b>Error! Bookmark not defined.</b>
BAB V KESIMPULAN DAN SARAN		<b>Error! Bookmark not defined.</b>
5.1	Kesimpulan	<b>Error! Bookmark not defined.</b>
5.2	Saran	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA		<b>Error! Bookmark not defined.</b>
LAMPIRAN-LAMPIRAN		<b>Error! Bookmark not defined.</b>

