

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Identifikasi dan Rumusan Masalah	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah	Error! Bookmark not defined.
1.2.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Maksud dan Tujuan	Error! Bookmark not defined.
1.3.1 Maksud Penelitian.....	Error! Bookmark not defined.
1.3.2 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Kegunaan Penelitian	Error! Bookmark not defined.
1.4.1 Kegunaan Praktis	Error! Bookmark not defined.
1.4.2 Kegunaan Akademis	Error! Bookmark not defined.
1.5 Lokasi dan Waktu Penelitian	Error! Bookmark not defined.
1.5.1 Lokasi Penelitian.....	Error! Bookmark not defined.
1.5.2 Waktu Penelitian	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	Error! Bookmark not defined.
2.1 Kajian Pustaka.....	Error! Bookmark not defined.
2.1.1 <i>Experiental Marketing</i>	Error! Bookmark not defined.
2.1.2 Emotional Marketing.....	Error! Bookmark not defined.
2.1.3 Customer Loyalty.....	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	Pengaruh <i>Experiential Marketing</i> Terhadap <i>Customer Loyalty</i>	Error! Bookmark not defined.
2.2.2	Pengaruh <i>Emotional Marketing</i> Terhadap <i>Customer Loyalty</i>	Error! Bookmark not defined.
2.2.3	Pengaruh <i>Experiential Marketing</i> Dan <i>Emotional Marketing</i> Terhadap <i>Customer Loyalty</i>	Error! Bookmark not defined.
2.3	Hipotesis	Error! Bookmark not defined.
BAB III OBJEK DAN METODE PENELITIAN. Error! Bookmark not defined.		
3.1	Metode Penelitian.....	Error! Bookmark not defined.
3.2	Desain Penelitian.....	Error! Bookmark not defined.
3.2.1	Operasional Variabel.....	Error! Bookmark not defined.
3.2.2	Sumber dan Teknik Penentuan Data	Error! Bookmark not defined.
3.2.3	Teknik Pengumpulan Data (Observasi, kuesioner, wawancara, dokumentasi)	Error! Bookmark not defined.
3.3	Rancangan Analisis dan Pengujian Hipotesis	Error! Bookmark not defined.
3.3.1	Rancangan Analisis	Error! Bookmark not defined.
3.3.2	Pengujian Hipotesis.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN Error! Bookmark not defined.		
4.1	Gambaran Umum Perusahaan dan Struktur Organisasi ..	Error! Bookmark not defined.
4.2	Karakteristik Responden.....	Error! Bookmark not defined.
4.2.1	Karakteristik Responden Berdasarkan Jenis Kelamin	Error! Bookmark not defined.
4.2.2	Karakteristik Responden Berdasarkan Usia .	Error! Bookmark not defined.
4.2.3	Karakteristik Responden Berdasarkan Profesi	Error! Bookmark not defined.
4.2.4	Karakteristik Responden Berdasarkan Pendapatan.....	Error! Bookmark not defined.
4.2.5	Karakteristik Berdasarkan Jumlah Kunjungan	Error! Bookmark not defined.
4.3	Analisis Deskriptif.....	Error! Bookmark not defined.

4.3.1	Analisis Deskriptif <i>Experiential Marketing</i> (X1)	Error! Bookmark not defined.
4.3.2	Analisis Deskriptif Variabel <i>Emotional Marketing</i> (X2)	Error! Bookmark not defined.
4.3.3	Analisis Deskriptif Variabel <i>Customer Loyalty</i> (Y)	Error! Bookmark not defined.
4.4	Analisis Verifikatif	Error! Bookmark not defined.
4.4.1	Uji Asumsi Klasik	Error! Bookmark not defined.
4.4.2	Analisis Regresi Linear Berganda	Error! Bookmark not defined.
4.4.3	Analisis Koefisien Korelasi	Error! Bookmark not defined.
4.4.4	Analisis Koefisien Determinasi	Error! Bookmark not defined.
4.5	Pengujian Hipotesis	Error! Bookmark not defined.
4.5.1	Pengujian Hipotesis Parsial (Uji t)	Error! Bookmark not defined.
4.5.2	Pengujian Hipotesis Simultan (Uji F)	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN		Error! Bookmark not defined.
5.1	Kesimpulan	Error! Bookmark not defined.
5.2	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.
LAMPIRAN		Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP		Error! Bookmark not defined.