

DAFTAR ISI

<u>LEMBAR PENGESAHAN</u>	Error! Bookmark not defined.
<u>LEMBAR PERNYATAAN KEASLIAN</u>	Error! Bookmark not defined.
<u>ABSTRAK</u>	Error! Bookmark not defined.
<u>ABSTRACT</u>	Error! Bookmark not defined.
<u>DAFTAR ISI</u>	115
<u>DAFTAR TABEL</u>	Error! Bookmark not defined.
<u>DAFTAR GAMBAR</u>	Error! Bookmark not defined.
<u>BAB I</u>	Error! Bookmark not defined.
<u>PENDAHULUAN</u>	Error! Bookmark not defined.
1.1 <u>Latar Belakang</u>	Error! Bookmark not defined.
<u>Gambar 1.1</u>	Error! Bookmark not defined.
1.2 <u>Identifikasi dan Rumusan Masalah</u>	Error! Bookmark not defined.
1.2.1 <u>Identifikasi Masalah</u>	Error! Bookmark not defined.
1.2.2 <u>Rumusan Masalah</u>	Error! Bookmark not defined.
1.3 <u>Maksud dan Tujuan Penelitian</u>	Error! Bookmark not defined.
1.3.1 <u>Maksud Penelitian</u>	Error! Bookmark not defined.
1.3.2 <u>Tujuan Penelitian</u>	Error! Bookmark not defined.
1.4 <u>Kegunaan Penelitian</u>	Error! Bookmark not defined.
1.4.1 <u>Kegunaan Penelitian Praktisi</u>	Error! Bookmark not defined.
1.4.2 <u>Kegunaan Akademis</u>	Error! Bookmark not defined.
1.5 <u>Lokasi dan Waktu Penelitian</u>	Error! Bookmark not defined.
1.5.1 <u>Lokasi Penelitian</u>	Error! Bookmark not defined.
1.5.2 <u>Waktu Penelitian</u>	Error! Bookmark not defined.
<u>BAB II</u>	Error! Bookmark not defined.
<u>KAJIAN PUSTAKA, KERANGKA PEMIKIRAN & HIPOTESIS</u>	Error! Bookmark not defined.
2.1 <u>Kajian Pustaka</u>	Error! Bookmark not defined.

2.1.1	<u>Store Atmosphere</u>	Error! Bookmark not defined.
2.1.2	<u>Lokasi</u>	Error! Bookmark not defined.
2.1.3	<u>Keputusan Pembelian</u>	Error! Bookmark not defined.
2.1.4	<u>Penelitian terdahulu</u>	Error! Bookmark not defined.
2.2	<u>Kerangka pemikiran</u>	Error! Bookmark not defined.
2.2.1	<u>Hubungan store atmosphere (X1) Terhadap Keputusan Pembelian (Y)</u>	Error! Bookmark not defined.
2.2.2	<u>Hubungan Lokasi Terhadap Keputusan Pembelian</u>	Error! Bookmark not defined.
2.2.3	<u>Hubungan store atmosphere (X1) dan Lokasi (X2) Keputusan Pembelian (Y)</u>	Error! Bookmark not defined.
2.3	<u>Pengaruh Antar Variabel</u>	Error! Bookmark not defined.
2.3.1	<u>Pengaruh Store Atmosphere dan Lokasi Secara Simultan Terhadap Keputusan Pembelian</u>	Error! Bookmark not defined.
2.3.2	<u>Pengaruh Store Atmosphere Terhadap Keputusan Pembelian</u>	Error! Bookmark not defined.
2.3.3.	<u>Pengaruh Lokasi Terhadap Keputusan Pembelian</u>	Error! Bookmark not defined.
2.4	<u>Paradigma Penelitian</u>	Error! Bookmark not defined.
2.5	<u>Hipotesis</u>	Error! Bookmark not defined.
<u>BAB III METODE PENELITIAN</u>		Error! Bookmark not defined.
3.1	<u>Objek Penelitian</u>	Error! Bookmark not defined.
3.2	<u>Metode Penelitian</u>	Error! Bookmark not defined.
3.2.1	<u>Desain Penelitian</u>	Error! Bookmark not defined.
3.2.2	<u>Operasional Variabel</u>	Error! Bookmark not defined.
3.2.3	<u>Sumber Dan Teknik Penentuan Data</u> ..	Error! Bookmark not defined.
3.2.3.1	<u>Sumber Data (Primer Dan Sekunder)</u>	Error! Bookmark not defined.
3.2.3.2	<u>Teknis Penentuan Data (Penentuan Sempel Minimal)</u>	Error! Bookmark not defined.
3.2.4	<u>Sumber Data dan Teknik Pengumpulan Data</u>	Error! Bookmark not defined.
3.2.4.1	<u>Uji Validitas</u>	Error! Bookmark not defined.
3.2.4.2	<u>Uji Reliabilitas</u>	Error! Bookmark not defined.

3.2.4.3	<u>Uji MSI (Data Ordinal Ke Interval)</u>	Error! Bookmark not defined.
3.2.5	<u>Rancangan Analisis Penelitian Dan Pengujian Hipotesis</u>	Error! Bookmark not defined.
3.2.5.1	<u>Rancangan Analisis</u>	Error! Bookmark not defined.
3.2.5.1.1	<u>Analisis Deskriptif/kualitatif</u>	Error! Bookmark not defined.
3.2.5.1.2	<u>Analisis Verifikatif</u>	Error! Bookmark not defined.
3.2.5.2	<u>Pengujian Hipotesis</u>	Error! Bookmark not defined.
4.1	<u>Gambaran Umum Perusahaan</u>	Error! Bookmark not defined.
4.1.1	<u>Sejarah Singkat The Soko Coffee</u>	Error! Bookmark not defined.
4.1.2	<u>Logo The Soko Coffee</u>	Error! Bookmark not defined.
4.1.3	<u>Struktur Organisasi The Soko Coffee</u>	Error! Bookmark not defined.
4.2	<u>Karakteristik Responden</u>	Error! Bookmark not defined.
4.3	<u>Analisis Deskriptif</u>	Error! Bookmark not defined.
4.3.1	<u>Analisis Deskriptif Mengenai Variabel <i>Store Atmosphere</i></u>	Error! Bookmark not defined.
4.3.2	<u>Analisis Deskriptif Mengenai Variabel Lokasi</u>	Error! Bookmark not defined.
4.3.3	<u>Analisis Deskriptif Mengenai Variabel Keputusan</u>	Error! Bookmark not defined.
4.4	<u>Analisis Verifikatif</u>	Error! Bookmark not defined.
4.4.1	<u>Uji Asumsi Klasik</u>	Error! Bookmark not defined.
4.4.2	<u>Analisis Regresi Linear Berganda</u>	Error! Bookmark not defined.
4.4.3	<u>Hasil Uji t (Parsial)</u>	Error! Bookmark not defined.
4.4.4	<u>Hasil Uji F</u>	Error! Bookmark not defined.
4.4.5	<u>Hasil Uji Koefisien Determinasi</u>	Error! Bookmark not defined.
4.5	<u>Pembahasan</u>	Error! Bookmark not defined.
4.5.1	<u>Tanggapan Responden Mengenai <i>Store Atmosphere</i> di Soko Coffee.</u>	Error! Bookmark not defined.
4.5.2	<u>Tanggapan Responden Mengenai Lokasi di Soko Coffee.</u>	Error! Bookmark not defined.
4.5.3	<u>Tanggapan Responden Mengenai Lokasi di Soko Coffee.</u>	Error! Bookmark not defined.
4.5.4	<u>Pengaruh <i>Store Atmosphere</i> terhadap Keputusan Pembelian di Soko Coffee.</u>	Error! Bookmark not defined.

4.5.5 Pengaruh Lokasi terhadap Keputusan Pembelian di Soko Coffee.**Error!**
Bookmark not defined.

4.5.6 Pengaruh *Store Atmosphere* dan Lokasi terhadap Keputusan Pembelian di Soko Coffee.**Error! Bookmark not defined.**

BAB V.....**Error! Bookmark not defined.**

5.1 Kesimpulan**Error! Bookmark not defined.**

5.2 Saran.....**Error! Bookmark not defined.**

DAFTAR PUSTAKA**Error! Bookmark not defined.**