

DAFTAR ISI

HALAMAN PERSETUJUAN.....	Error! Bookmark not defined.
PERNYATAAN	Error! Bookmark not defined.
<i>Motto</i>	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
<i>ABSTRAK</i>	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP PENELITI.....	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.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Identifikasi dan perumusan Masalah	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah.....	Error! Bookmark not defined.
1.2.2 Perumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan dan Kegunaan Penelitian	Error! Bookmark not defined.
1.3.1 Tujuan Penelitian	Error! Bookmark not defined.
1.3.2 Kegunaan Penelitian	Error! Bookmark not defined.
1.4 Kerangka Pemikiran dan Hipotesis ..	Error! Bookmark not defined.
1.4.1 Kerangka Pemikiran	Error! Bookmark not defined.

1.4.2	Hipotesis	Error! Bookmark not defined.
1.5	Lokasi dan lamanya Penelitian	Error! Bookmark not defined.
1.5.1	Lokasi Penelitian.....	Error! Bookmark not defined.
1.5.2	Lamanya Penelitian.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA		Error! Bookmark not defined.
2.1	Tinjauan Pustaka.....	Error! Bookmark not defined.
2.1.1	Pemasaran	Error! Bookmark not defined.
2.1.3	Pelaksanaan Strategi Bisnis	Error! Bookmark not defined.
2.1.2	Penetapan Harga	Error! Bookmark not defined.
2.1.3	Keputusan Pembelian	Error! Bookmark not defined.
2.2	Penelitian Terdahulu.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Metode Penelitian	Error! Bookmark not defined.
3.1.1	Paradigma Penelitian	Error! Bookmark not defined.
3.1.2	Metode Penelitian yang Digunakan.....	Error! Bookmark not defined.
3.1.3	Variabel Penelitian dan Operasionalisasi Variabel.....	Error! Bookmark not defined.
3.1.4	Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.1.5	Teknik Analisis Data	Error! Bookmark not defined.
BAB IV PEMBAHASAN.....		Error! Bookmark not defined.
4.1	Gambaran umum	Error! Bookmark not defined.
4.2	Kondisi Penetapan Harga dan Keputusan Pembelian Pada Andra Cell	Error! Bookmark not defined.
4.2.1	Kondisi Penetapan Harga Pada Andra Cell.....	Error! Bookmark not defined.

4.2.2	Analisis Skor Variabel Penetapan Harga	Error! Bookmark not defined.
4.2.3	Kondisi Keputusan Pembelian Pada Andra Cell	Error! Bookmark not defined.
4.2.4	Analisis Skor Variabel Keputusan Pembelian	Error! Bookmark not defined.
4.3	Pengaruh Penetapan Harga Terhadap Keputusan Pembelian	Error! Bookmark not defined.
4.3.1	Hasil Uji Instrumen Penelitian	Error! Bookmark not defined.
4.3.2	Hasil Uji Teknik Analisis Data	Error! Bookmark not defined.
4.4	Hambatan dan Upaya pada Andra Cell	Error! Bookmark not defined.
4.4.1	Hambatan	Error! Bookmark not defined.
4.4.2	Upaya	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.
5.2.1	Bagi Pembaca	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.
LAMPIRAN.....		Error! Bookmark not defined.