

## DAFTAR ISI

<b>LEMBAR PENGESAHAN</b> .....	Error! Bookmark not defined.
<b>PERNYATAAN</b> .....	Error! Bookmark not defined.
<b>MOTTO</b> .....	Error! Bookmark not defined.
<b>KATA PENGANTAR</b> .....	Error! Bookmark not defined.
<b>ABSTRAK</b> .....	Error! Bookmark not defined.
<b>ABSTRACT</b> .....	Error! Bookmark not defined.
<b>RINGKESAN</b> .....	Error! Bookmark not defined.
<b>DAFTAR RIWAYAT HIDUP PENELITI</b> .....	Error! Bookmark not defined.
<b>DAFTAR ISI</b> .....	<b>1</b>
<b>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 I PENDAHULUAN</b> .....	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian .....	<b>Error! Bookmark not defined.</b>
1.2 Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3 Tujuan dan Kegunaan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3.1 Tujuan Penelitian.....	<b>Error! Bookmark not defined.</b>
1.3.2 Kegunaan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.4 Lokasi dan lamanya Penelitian.....	<b>Error! Bookmark not defined.</b>
1.4.1 Lokasi Penelitian.....	<b>Error! Bookmark not defined.</b>
1.4.2 Lamanya Penelitian.....	<b>Error! Bookmark not defined.</b>
<b>BAB II TINJAUAN PUSTAKA &amp; KERANGKA BERFIKIR</b> .....	Error! Bookmark not defined.
2.1 Administrasi Bisnis .....	<b>Error! Bookmark not defined.</b>
2.1.1 Pengertian Administrasi .....	<b>Error! Bookmark not defined.</b>
2.1.2 Administrasi Bisnis .....	<b>Error! Bookmark not defined.</b>
2.2 Pemasaran .....	<b>Error! Bookmark not defined.</b>
2.2.1 Pengertian Pemasaran .....	<b>Error! Bookmark not defined.</b>
2.3 Variasi Menu .....	<b>Error! Bookmark not defined.</b>
2.3.1 Atribut (Unsur) Variasi Menu.....	<b>Error! Bookmark not defined.</b>
2.4 Visual Branding.....	<b>Error! Bookmark not defined.</b>

2.4.1 Element - Element Visual Branding.....	<b>Error! Bookmark not defined.</b>
2.5 Keputusan Pembelian.....	<b>Error! Bookmark not defined.</b>
2.5.2 Dimensi Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.6 Penelitian Terdahulu.....	<b>Error! Bookmark not defined.</b>
2.7 Kerangka Pemikiran.....	<b>Error! Bookmark not defined.</b>
2.8 Hipotesis.....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN .....</b>	<b>Error! Bookmark not defined.</b>
3.1 Metode Penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.1 Paradigma Penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.2 Metode Penelitian Yang Digunakan.....	<b>Error! Bookmark not defined.</b>
3.2 Variabel Penelitian dan Operasionalisasi Variabel .....	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
3.2.1 Variabel Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2.2 Operasionalisasi Variabel .....	<b>Error! Bookmark not defined.</b>
3.3 Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.3.1 Data Primer .....	<b>Error! Bookmark not defined.</b>
3.3.2 Data Sekunder .....	<b>Error! Bookmark not defined.</b>
3.4 Pengujian Instrumen Penelitian.....	<b>Error! Bookmark not defined.</b>
3.4.1 Uji Validitas Instrumen .....	<b>Error! Bookmark not defined.</b>
3.4.2 Uji Relibilitas Instrumen.....	<b>Error! Bookmark not defined.</b>
3.5 Teknik Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.5.1 Uji Asumsi Klasik .....	<b>Error! Bookmark not defined.</b>
3.5.1.1 Uji Normalitas Data .....	<b>Error! Bookmark not defined.</b>
3.5.1.2 Uji Multikolinearitas .....	<b>Error! Bookmark not defined.</b>
3.5.1.3 Uji Heteroskedastisitas.....	<b>Error! Bookmark not defined.</b>
3.6 Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.6.1 Analisis Regresi Linier Berganda.....	<b>Error! Bookmark not defined.</b>
3.7 Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>
3.7.1 Uji Simultan (Uji F) .....	<b>Error! Bookmark not defined.</b>
3.7.2 Uji Parsial (Uji t).....	<b>Error! Bookmark not defined.</b>
3.7.3 Koefisien Determinasi.....	<b>Error! Bookmark not defined.</b>
<b>BAB IV Hasil Penelitian dan Pembahasan.....</b>	<b>Error! Bookmark not defined.</b>

4.1 Gambaran Umum Surabi Gapura Kang Dyan .....	<b>Error! Bookmark not defined.</b>
4.1.1 Profil Singkat Perusahaan .....	<b>Error! Bookmark not defined.</b>
4.1.2 Visi dan Misi .....	<b>Error! Bookmark not defined.</b>
4.1.3 Logo Surabi Gapura Kang Dyan.....	<b>Error! Bookmark not defined.</b>
4.1.4 Struktur Organisasi.....	<b>Error! Bookmark not defined.</b>
4.1.5 Karakteristik Responden .....	<b>Error! Bookmark not defined.</b>
4.2 Kondisi Variasi Menu pada Surabi Gapura Kang Dyan....	<b>Error! Bookmark not defined.</b>
4.2.1 Jenis Menu .....	<b>Error! Bookmark not defined.</b>
4.2.2 Rasa Makanan .....	<b>Error! Bookmark not defined.</b>
4.2.3 Ukuran Porsi makanan .....	<b>Error! Bookmark not defined.</b>
4.3 Kondisi Visual Branding pada Surabi Gapura kang Dyan	<b>Error! Bookmark not defined.</b>
4.3.1 Logo Yang menarik .....	<b>Error! Bookmark not defined.</b>
4.3.2 Palet Warna .....	<b>Error! Bookmark not defined.</b>
4.3.3 Jenis Huruf (Tipografi) .....	<b>Error! Bookmark not defined.</b>
4.3.4 Komposisi Desain .....	<b>Error! Bookmark not defined.</b>
4.4 Kondisi Keputusan Pembelian pada Surabi Gapura Kang Dyan.....	<b>Error! Bookmark not defined.</b>
4.4.1 Pemilihan Produk.....	<b>Error! Bookmark not defined.</b>
4.4.2 Pemilihan Merek .....	<b>Error! Bookmark not defined.</b>
4.4.3 Pemilihan Penyalur .....	<b>Error! Bookmark not defined.</b>
4.4.4 Jumlah Pembelian atau Kuantitas .....	<b>Error! Bookmark not defined.</b>
4.5 Pengujian Instrumen Penelitian.....	<b>Error! Bookmark not defined.</b>
4.5.1 Uji Validitas Instrumen .....	<b>Error! Bookmark not defined.</b>
4.5.2 Uji Reliabilitas Instrumen .....	<b>Error! Bookmark not defined.</b>
4.6 Uji Asumsi klasik .....	<b>Error! Bookmark not defined.</b>
4.6.1 Uji Normalitas Data .....	<b>Error! Bookmark not defined.</b>
4.6.2 Uji Multikolinearitas .....	<b>Error! Bookmark not defined.</b>
4.6.3 Uji heteroskedastisitas.....	<b>Error! Bookmark not defined.</b>
4.7 Analisis Data .....	<b>Error! Bookmark not defined.</b>
4.7.1 Analisis Regresi Linier Berganda.....	<b>Error! Bookmark not defined.</b>

4.8 Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>
4.8.1 Uji Simultan (Uji F) .....	<b>Error! Bookmark not defined.</b>
4.8.2 Uji Parsial (Uji t).....	<b>Error! Bookmark not defined.</b>
4.8.3 Koefisien Determinasi.....	<b>Error! Bookmark not defined.</b>
4.9 Pembahasan Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.9.1 Pengaruh Variasi Menu (X1) dan Visual Branding (X2) terhadap Keputusan Pembelian (Y) .....	<b>Error! Bookmark not defined.</b>
4.10 Hambatan dan Upaya Surabi Gapura Kang Dyan....	<b>Error! Bookmark not defined.</b>
4.10.1 Hambatan yang Dihadapi Surabi Gapura Kang Dyan .....	<b>Error! Bookmark not defined.</b>
4.10.2 Upaya Yang Dilakukan Untuk Menangani Hambatan Surabi Gapura Kang Dyan .....	<b>Error! Bookmark not defined.</b>
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>Error! Bookmark not defined.</b>
5.1 Kesimpulan .....	<b>Error! Bookmark not defined.</b>
5.2 Saran.....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA .....</b>	<b>Error! Bookmark not defined.</b>
<b>LAMPIRAN - LAMPIRAN .....</b>	<b>Error! Bookmark not defined.</b>
Lampiran. 1 Angket Penelitian.....	<b>Error! Bookmark not defined.</b>
Lampiran. 2 Pedoman Wawancara .....	<b>Error! Bookmark not defined.</b>
Lampiran. 3 Tabel Data Kuesioner .....	<b>Error! Bookmark not defined.</b>
Lampiran. 4 Hasil Uji Validitas dan Reabilitas X1 .....	<b>Error! Bookmark not defined.</b>
Lampiran. 5 Hasil Uji Validitas dan Reabilitas X2 .....	<b>Error! Bookmark not defined.</b>
Lampiran. 6 Hasil Uji Validitas dan Reabilitas Y .....	<b>Error! Bookmark not defined.</b>
Lampiran. 7 Hasil Uji Normalitas .....	<b>Error! Bookmark not defined.</b>
Lampiran. 8 Hasil Uji Multikolinearitas .....	<b>Error! Bookmark not defined.</b>
Lampiran. 9 Hasil Uji Heteroskedastisitas dengan Uji Glejser Abs (Sebelum LN) .....	<b>Error! Bookmark not defined.</b>
Lampiran. 10 Hasil Uji Heteroskedastisitas dengan Uji Glejser Abs (Setelah LN) .....	<b>Error! Bookmark not defined.</b>

Lampiran. 11 Hasil Uji Regresi Linier Berganda ..... **Error! Bookmark not defined.**

Lampiran. 12 Hasil Uji Simultan (Uji F) ..... **Error! Bookmark not defined.**

Lampiran. 13 Hasil Uji Parsial (Uji t) ..... **Error! Bookmark not defined.**

Lampiran. 14 Hasil Uji Koefisien Determinasi . **Error! Bookmark not defined.**

Lampiran. 15 Surat Izin Perusahaan ..... **Error! Bookmark not defined.**

Lampiran. 16 Dokumentasi Perusahaan..... **Error! Bookmark not defined.**