

DAFTAR ISI

LEMBAR PENGESAHAN	i
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS	ii
PERNYATAAN	iii
KATA PENGANTAR	iv
ABSTRAK.....	vi
DAFTAR ISI.....	vii
DAFTAR GAMBAR.....	ix
DAFTAR TABEL.....	x
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Manfaat Penelitian	Error! Bookmark not defined.
1.5 Batasan Penulisan	Error! Bookmark not defined.
1.6 Sistematika Penulisan	Error! Bookmark not defined.
BAB II LANDASAN TEORI.....	Error! Bookmark not defined.
2.1. <i>E-commerce</i>	Error! Bookmark not defined.
2.2. <i>Marketing mix</i> (Bauran Pemasaran)	Error! Bookmark not defined.
2.3. Promosi	Error! Bookmark not defined.
2.4. Iklan	Error! Bookmark not defined.
2.4.1 Media Periklanan	Error! Bookmark not defined.
2.4.2 Iklan Televisi	Error! Bookmark not defined.
2.4.3 Iklan <i>Online</i>	Error! Bookmark not defined.
2.5 <i>Word of Mouth</i>	Error! Bookmark not defined.
2.5.1 Jenis-Jenis <i>Word of Mouth</i>	Error! Bookmark not defined.
2.5.2 Tingkatan <i>Word of Mouth</i>	Error! Bookmark not defined.
2.5.3 Elemen-Elemen <i>Word of Mouth</i>	Error! Bookmark not defined.
2.6 <i>Brand Equity</i>	Error! Bookmark not defined.
2.7 Penelitian Terdahulu	Error! Bookmark not defined.
2.8 Kerangka Penelitian	Error! Bookmark not defined.
2.9 Hipotesis	Error! Bookmark not defined.

2.9.1 Pengaruh Iklan dan <i>Word of Mouth</i> terhadap <i>Brand Awareness</i> ...	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1. Desain Penelitian	Error! Bookmark not defined.
3.2. Lokasi dan Waktu Penelitian	Error! Bookmark not defined.
3.3. Metode Pengumpulan Data.....	Error! Bookmark not defined.
3.4. Populasi dan Sampel.....	Error! Bookmark not defined.
3.4.1 Populasi.....	Error! Bookmark not defined.
3.4.2 Sampel	Error! Bookmark not defined.
3.4.3 Metode Penarikan Sampel	Error! Bookmark not defined.
3.5. Instrumen Penelitian	Error! Bookmark not defined.
3.6 Definisi Operasional	Error! Bookmark not defined.
3.7 Statistik Deskriptif	Error! Bookmark not defined.
3.8 Uji Validitas dan Reliabilitas	Error! Bookmark not defined.
3.9 Uji Asumsi Klasik.....	Error! Bookmark not defined.
3.9.1 Uji Normalitas.....	Error! Bookmark not defined.
3.9.2 Uji Heterokedastisitas	Error! Bookmark not defined.
3.9.3 Uji Multikolinearitas.....	Error! Bookmark not defined.
3.10. Uji Regresi Linear Berganda	Error! Bookmark not defined.
BAB IV HASIL DAN ANALISIS	Error! Bookmark not defined.
4.1 Karakteristik Responden	Error! Bookmark not defined.
4.2 Hasil Uji Validitas dan Reliabilitas.....	Error! Bookmark not defined.
4.2.1 Hasil Uji Validitas dan Reliabilitas Variabel <i>Brand Awareness</i> ...	Error! Bookmark not defined.
4.2.2 Hasil Uji Validitas dan Reliabilitas Variabel iklan....	Error! Bookmark not defined.
4.2.3 Hasil Uji Validitas dan Reliabilitas Variabel <i>Word of Mouth</i>	Error! Bookmark not defined.
4.3 Statistik Deskriptif	Error! Bookmark not defined.
4.4 Hasil Analisis Deskriptif Variabel I.....	Error! Bookmark not defined.
4.5 Hasil Analisis Deskriptif Variabel WOM.....	Error! Bookmark not defined.
4.6 Hasil Analisis Deskriptif Variabel BA....	Error! Bookmark not defined.
4.7 Hasil Uji Asumsi Klasik.....	Error! Bookmark not defined.
4.7.1 Uji Normalitas <i>P Plot</i>	Error! Bookmark not defined.
4.7.2 Uji Normalitas <i>Kolmogorov Smirnov</i> ...	Error! Bookmark not defined.

4.7.3 Uji Heterokedastisitas <i>Scatterplot</i>	Error! Bookmark not defined.
4.7.4 Uji Heterokedastisitas Glejser	Error! Bookmark not defined.
4.7.5 Uji Multikolinearitas.....	Error! Bookmark not defined.
4.8 Uji Regresi Linear Berganda.....	Error! Bookmark not defined.
4.8.1 Hasil Uji F.....	Error! Bookmark not defined.
4.8.2 Hasil Uji T	Error! Bookmark not defined.
4.9 Pembahasan.....	Error! Bookmark not defined.
4.9.1 Implikasi Teoritis.....	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.
5.3 Keterbatasan Penelitian.....	Error! Bookmark not defined.
5.4 Diskusi.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN.....	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 1. 1 Grafik Pertumbuhan Pengguna Internet.....	Error! Bookmark not defined.
Gambar 1. 2 Grafik <i>Channel</i> Informasi	Error! Bookmark not defined.
Gambar 2. 1 Piramida <i>Brand Awareness</i>	Error! Bookmark not defined.
Gambar 4. 1 Jenis Kelamin Responden	Error! Bookmark not defined.
Gambar 4. 2 Usia Responden	Error! Bookmark not defined.
Gambar 4. 3 Domisili Responden.....	Error! Bookmark not defined.
Gambar 4. 4 Domisili Responden.....	Error! Bookmark not defined.
Gambar 4. 5 Pengeluaran Responden	Error! Bookmark not defined.
Gambar 4. 6 Hasil Uji Normalitas P-Plot	Error! Bookmark not defined.
Gambar 4. 7 Hasil Uji Heterokedastisitas Scatter Plot	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 3. 1 <i>Timeline</i> Rencana Kegiatan Penelitian .	Error! Bookmark not defined.
Tabel 3. 2 Skala Likert.....	Error! Bookmark not defined.
Tabel 3. 3 Definisi Operasional	Error! Bookmark not defined.
Tabel 4.1 Uji Validitas <i>Brand Awareness</i>	Error! Bookmark not defined.
Tabel 4.2 Reabilitas Variabel <i>Brand Awareness</i> ...	Error! Bookmark not defined.
Tabel 4.3 Uji Validitas Variabel Iklan.....	Error! Bookmark not defined.
Tabel 4.4 Hasil Uji Reliabilitas Variabel Iklan.....	Error! Bookmark not defined.
Tabel 4.5 Uji Validitas Variabel <i>Word of Mouth</i> ...	Error! Bookmark not defined.
Tabel 4.6 Hasil Uji Reliabilitas Variabel <i>Word of Mouth</i>	Error! Bookmark not defined.
Tabel 4.7 Analisis Deskriptif Variabel I.....	Error! Bookmark not defined.
Tabel 4.8 Analisis deskriptif Variabel II	Error! Bookmark not defined.
Tabel 4.9 Analisis Deskriptif Variabel I.....	Error! Bookmark not defined.
Tabel 4.10 Hasil Uji Normalitas Kolmogorov-Smirnov	Error! Bookmark not defined.
Tabel 4.11 Hasil Uji Heterokedastotas Glejser ..	Error! Bookmark not defined.
Tabel 4.12 Hasil Uji Multikolinearitas	Error! Bookmark not defined.
Tabel 4.13 Hasil Uji Regresi Linear Berganda.....	Error! Bookmark not defined.
Tabel 4.14 Hasil Uji F.....	Error! Bookmark not defined.
Tabel 4.15 Hasil Uji T	Error! Bookmark not defined.