

DAFTAR ISI

Pernyataan	ii
Abstrak.....	v
Kata Pengantar	iv
Daftar Isi	vii
Daftar Gambar	x
Daftar Tabel	xi
Daftar Grafik.....	xii
Daftar Lampiran	xiii
Bab I	
Pendahuluan	
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah.....	6
1.3 Tujuan Penulisan	6
1.4 Manfaat Penelitian	6
1.4.1 Bagi Penulis	6
1.4.2 Bagi Pembaca.....	7
1.4.3 Bagi Akademis	7
1.5 Sistematika Penulisan	7
Bab II	
Landasan Teori	
2.1 External Influences	10
2.1.1 <i>Culture/Budaya</i>	10
2.1.2 <i>Demographics</i>	18
2.1.3 <i>Family/Keluarga</i>	18
2.1.4 <i>Reference Groups/Kelompokreferensi</i>	20
2.1.5 <i>Marketing Activities</i>	20
2.1.6 <i>Social Status</i>	24
2.2 <i>Internal Influences</i>	25
2.2.1 <i>Perception</i>	25
2.2.2 <i>Learning And Memory</i>	28

2.2.3	Motivasi.....	32
2.2.4	<i>Personality</i>	35
2.2.5	<i>Emotions</i>	36
2.2.6	<i>Attitudes</i>	37
2.3	<i>Self Concept</i>	38
2.4	<i>Lifestyle</i>	39
2.5	<i>Consumer Decision Making</i>	40
2.5.1	<i>Situations</i>	40
2.5.2	<i>Problem Recognition</i>	41
2.5.3	<i>Information Search</i>	41
2.5.4	<i>Alternative Evaluation And Selection</i>	42
2.5.5	<i>Outlet Selection And Purchase</i>	43
2.5.6	<i>Postpurchase Processes</i>	44

Bab III

Metodologi Penelitian

3.1	Metode Penelitian.....	45
3.2	Jenis Data.....	46
3.3	Metode Pengumpulan Data.....	47
3.3.1	Wawancara.....	47
3.3.2	Kuesioner.....	48
3.4	Populasi Penelitian.....	50
3.5	Jumlah Dan Teknik Pengambilan Sample.....	51
3.6	Metode Analisis Data.....	52

Bab IV

Pembahasan

4.1	<i>External Influences</i>	54
4.1.1	<i>Culture</i>	55
4.1.2	<i>Demographics</i>	57
4.1.3	<i>Family</i>	60
4.1.4	<i>References Group</i>	60
4.1.5	<i>Marketing Activities</i>	62
4.1.5.1	<i>Product (Produk)</i>	62

4.1.5.2 <i>Price (Harga)</i>	64
4.1.5.3 <i>Place (Tempat)</i>	64
4.1.5.4 <i>Promotion (Promosi)</i>	66
4.1.6 <i>Social Status</i>	67
4.2 <i>Internal Influences</i>	68
4.2.1 <i>Perception</i>	68
4.2.2 <i>Learning Dan Memory</i>	69
4.2.3 <i>Motivation</i>	70
4.2.4 <i>Personality</i>	71
4.2.5 <i>Emotions</i>	73
4.2.6 <i>Attitudes</i>	74
4.3 <i>Self Concept</i>	75
4.4 <i>Life Style</i>	75
4.5 <i>Consumer Decision Making Progress (CDM)</i>	75
4.5.1 <i>Problem Recognition</i>	77
4.5.2 <i>Information Search</i>	78
4.5.3 <i>Alternative Evaluation And Selection</i>	80
4.5.4 <i>Purchase</i>	83
4.5.5 <i>Post Purchase</i>	87
Bab V	
Kesimpulan Dan Saran	
5.1 <i>Kesimpulan</i>	89
5.2 <i>Saran</i>	92
Daftar Pustaka	93
Lampiran.....	93

DAFTAR GAMBAR

Gambar 2.1 Proses Pengolahan <i>Information, Learning, and Memory</i>	28
Gambar 2.2 Teori Maslow	32
Gambar 2.3 <i>Consumer Decision Making Progress</i>	40
Gambar 3.1 Kerangka Analisis	53
Gambar 4.1 Produk Royal Canin dan Pro Plan	62
Gambar 4.2 Produk ScientDiet dan Pedigree	62
Gambar 4.3 Produk Alpo	63

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	9
Tabel 2.2 Social Economic Status	25
Tabel 2.3 Tipe <i>Personality</i>	35
Tabel 2.4 Dimensi Emosi	36
Tabel 2.5 Dimensi <i>Self Concept</i> Konsumen	39
Tabel 4.1 Produk <i>Dog Food</i>	63
Tabel 4.2 Harga <i>Dog Food</i>	64
Tabel 4.3 Promotion <i>Dog Food</i>	66
Tabel 4.4 Biaya Pembelian <i>Dog Food</i>	68
Tabel 4.5 Merek <i>Dog Food</i> Yang DiKetahui	79
Tabel 4.6 Alternative Evaluation and Selection.....	80
Tabel 4.7 <i>Dog Food</i> yang di Konsumsi	84

DAFTAR DIAGRAM

Diagram 1.1 Perkembangan Anggota PERKIN dan Anjing.....	2
Diagram 4.1 Jumlah Responden.....	54
Diagram 4.2 Jenis Kelamin	55
Diagram 4.3 Pekerjaan	58
Diagram 4.4 Pendidikan.....	58
Diagram 4.5 Pengeluaran (Rp)	59
Diagram 4.6 Usia	60
Diagram 4.7 Mempengaruhi Pembelian.....	61
Diagram 4.8 Cara Pembelian <i>Dog Food</i>	65
Diagram 4.9 Tujuan Memelihara Anjing.....	70
Diagram 4.10 Alasan Memilih <i>Dog Food</i>	72
Diagram 4.11 Jumlah Anjing.....	76
Diagram 4.12 <i>Budget</i> Pembelian <i>Dog Food</i>	76
Diagram 4.13 Informasi Merek <i>Dog Food</i>	79
Diagram 4.14 Perbandingan Merek	83
Diagram 4.15 Frekuensi Pembelian <i>Dog Food</i>	84
Diagram 4.16 <i>Dog Food</i> yang di Konsumsi	85
Diagram 4.17 Kepuasan Responden	86
Diagram 4.18 Tindak Kepuasan Responden	88
Diagram 4.19 Tindak Ketidakpuasan Responden.....	88

DAFTAR LAMPIRAN

Lampiran Data Anjing Tahun 2014	95
Lampiran Data Anjing Tahun 2015	97
Lampiran Data Anjing Tahun 2016	99
Lampiran Kuesioner	101
Lampiran Event, Promo dan Produk	105