

DAFTAR ISI

LEMBAR PERSETUJUAN SKRIPSI.....	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
SURAT PERNYATAAN TIDAK PLAGIASI.....	Error! Bookmark not defined.
RIWAYAT HIDUP.....	Error! Bookmark not defined.
MOTTO DAN PERSEMBAHAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI.....	i
DAFTAR TABEL.....	v
DAFTAR GAMBAR	vi
DARTAR DIAGRAM	vii
BAB I PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang	Error! Bookmark not defined.
B. Identifikasi Masalah.....	Error! Bookmark not defined.
C. Rumusan Masalah	Error! Bookmark not defined.
D. Tujuan Penelitian	Error! Bookmark not defined.
E. Manfaat Penelitian	Error! Bookmark not defined.
F. Kerangka Pemikiran.....	Error! Bookmark not defined.
G. Penelitian Terdahulu	Error! Bookmark not defined.
H. Hipotesis.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
A. Manajemen.....	Error! Bookmark not defined.
B. Manajemen Pemasaran.....	Error! Bookmark not defined.

C. Ekuitas Merek	Error! Bookmark not defined.
D. Loyalitas Pelanggan	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
A. Metode Penelitian.....	Error! Bookmark not defined.
B. Populasi dan Sampel	Error! Bookmark not defined.
1. Populasi	Error! Bookmark not defined.
2. Sampel	Error! Bookmark not defined.
3. Teknik Sampling	Error! Bookmark not defined.
C. Jenis Data dan Sumber Data	Error! Bookmark not defined.
1. Jenis Data	Error! Bookmark not defined.
2. Sumber Data	Error! Bookmark not defined.
D. Variabel Penelitian dan Operasional Variabel .	Error! Bookmark not defined.
1. Variabel Penelitian	Error! Bookmark not defined.
2. Operasional Variabel.....	Error! Bookmark not defined.
E. Teknik pengumpulan data	Error! Bookmark not defined.
1. Kusioner	Error! Bookmark not defined.
2. Wawancara	Error! Bookmark not defined.
3. Studi Literatur.....	Error! Bookmark not defined.
F. Teknik Analisis Data.....	Error! Bookmark not defined.
1. Analisis Deskriptif.....	Error! Bookmark not defined.
2. Pengujian Instrumen Penelitian.....	Error! Bookmark not defined.
3. Analisis Korelasi	Error! Bookmark not defined.
4. Analisis Regresi Berganda	Error! Bookmark not defined.
5. Uji Hipotesis.....	Error! Bookmark not defined.
G. Tempat dan Jadwal Penelitian.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
A. Gambaran Umum Perusahaan.....	Error! Bookmark not defined.
1. Profil CV Martabak Silegit Kawali	Error! Bookmark not defined.

B.	Analisis Karakter Responden	Error! Bookmark not defined.
1.	Hasil Penyebaran Kuesioner	Error! Bookmark not defined.
2.	Profil Responden	Error! Bookmark not defined.
C.	Analisis Deskriptif	Error! Bookmark not defined.
1.	Tanggapan Responden Mengenai Kesadaran Merek (<i>Brand Awareness</i>)	Error! Bookmark not defined.
2.	Tanggapan Responden Mengenai Asosiasi Merek (<i>Brand Association</i>)	Error! Bookmark not defined.
3.	Tanggapan Responden Mengenai Persepsi Kualitas (<i>Perceived Quality</i>)	Error! Bookmark not defined.
4.	Tanggapan Responden Mengenai Loyalitas Merek (<i>Brand Loyalty</i>)	Error! Bookmark not defined.
5.	Tanggapan Responden Mengenai Loyalitas Pelanggan	Error! Bookmark not defined.
D.	Hasil Instrumen Penelitian	Error! Bookmark not defined.
1.	Hasil Uji Validitas	Error! Bookmark not defined.
2.	Hasil Uji Realibilitas	Error! Bookmark not defined.
3.	Hasil Uji Korelasi	Error! Bookmark not defined.
E.	Uji Hipotesis	Error! Bookmark not defined.
1.	Hasil Analisis Regresi Berganda	Error! Bookmark not defined.
2.	Hasil Uji t (Parsial)	Error! Bookmark not defined.
3.	Hasil Uji F (Simultan)	Error! Bookmark not defined.
4.	Hasil Uji Koefisien Determinasi	Error! Bookmark not defined.
F.	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
1.	Pengaruh Kesadaran Merek (<i>Brand Awareness</i>) terhadap Loyalitas Pelanggan	Error! Bookmark not defined.
2.	Pengaruh Asosiasi Merek (<i>Brand Association</i>) terhadap Loyalitas Pelanggan	Error! Bookmark not defined.
3.	Pengaruh Persepsi Kualitas (<i>Perceived Quality</i>) terhadap Loyalitas Pelanggan	Error! Bookmark not defined.
4.	Pengaruh Loyalitas Merek (<i>Brand Loyalty</i>) terhadap Loyalitas Pelanggan	Error! Bookmark not defined.
5.	Pengaruh Kesadaran Merek (<i>Brand Awareness</i>), Asosiasi Merek (<i>Brand Association</i>), Persepsi Kualitas (<i>Perceived Quality</i>), dan Loyalitas Merek (<i>Brand Loyalty</i>) terhadap Loyalitas Pelanggan	Error! Bookmark not defined.
	BABV PENUTUP	Error! Bookmark not defined.

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

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

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



DAFTAR TABEL

Tabel 1. 1Jumlah pembeli martabak di Kawali, Ciamis-Jawa Barat .. **Error! Bookmark not defined.**

Tabel 1. 2Jumlah Pelanggan Martabak Silegit Kawali**Error! Bookmark not defined.**

Tabel 1. 3 Penelitian Terdahulu**Error! Bookmark not defined.**

Tabel 3. 1 Operasional variabel **Error! Bookmark not defined.**

Tabel 3. 2 skoring pertanyaan **Error! Bookmark not defined.**

Tabel 3. 3 Jadwal Penelitian..... **Error! Bookmark not defined.**

Tabel 4. 1 Menu Martabak Silegit Kawali **Error! Bookmark not defined.**

Tabel 4. 2 Hasil Penyebaran Kuesioner **Error! Bookmark not defined.**

Tabel 4. 3 Responden Berdasarkan Jenis Kelamin **Error! Bookmark not defined.**

Tabel 4. 4 Responden Berdasarkan Usia..... **Error! Bookmark not defined.**

Tabel 4. 5 Responden Berdasarkan Pekerjaan **Error! Bookmark not defined.**

Tabel 4. 6 Responden Berdasarkan Penghasilan..... **Error! Bookmark not defined.**

Tabel 4. 7 Tanggapan Responden Mengenai Kesadaran Merek (*Brand Awareness*)**Error! Bookmark not defined.**

Tabel 4. 8 Tanggapan Responden Mengenasi Asosiasi Merek (*Brand Association*)**Error! Bookmark not defined.**

Tabel 4. 9 Tanggapan Responden Mengenai Persepsi Kualitas (*Perceived Quality*)**Error! Bookmark not defined.**

Tabel 4. 10 Tanggapan Responden Mengenai Loyalitas Merek (*Brand Loyalty*)**Error! Bookmark not defined.**

Tabel 4. 11 Tanggapan Responden Mengenai Loyalitas Pelanggan**Error! Bookmark not defined.**

Tabel 4. 12 Hasil Uji Validitas..... **Error! Bookmark not defined.**

Tabel 4. 13 Klasifikasi Koefesien Realibilitas **Error! Bookmark not defined.**

Tabel 4. 14 Hasil Uji Reabilitas Kesadaran Merek (*Brand Awareness*)**Error! Bookmark not defined.**

Tabel 4. 15 Hasil Uji Realibilitas Asosiasi Merek (*Brand Association*)**Error! Bookmark not defined.**

Tabel 4. 16 Hasil Uji Realibilitas Persepsi Kualitas (*Perceived Quality*)**Error! Bookmark not defined.**

Tabel 4. 17 Hasil Uji Realibilitas Loyalitas Merek (*Brand Loyakty*)**Error! Bookmark not defined.**

Tabel 4. 18 Hasil Uji Realibilitas Loyalitas Pelanggan**Error! Bookmark not defined.**

Tabel 4. 19 Kriteria Interpretasi Skor **Error! Bookmark not defined.**

Tabel 4. 20 Matriks Korelasi..... **Error! Bookmark not defined.**

Tabel 4. 21Hasil Analisis Regresi Berganda **Error! Bookmark not defined.**

Tabel 4. 22 ANOVA **Error! Bookmark not defined.**

Tabel 4. 23 Model Summary **Error! Bookmark not defined.**

DAFTAR GAMBAR

Gambar 1. 1 kerangka penelitian	Error! Bookmark not defined.
Gambar 3. 1 Kurva Uji t.....	Error! Bookmark not defined.
Gambar 3. 2 Kurva Uji F.....	Error! Bookmark not defined.
Gambar 4. 1 Logo Martabak Silegit Kawali	Error! Bookmark not defined.
Gambar 4. 3 Logo Martabak Silegit Kawali	Error! Bookmark not defined.



DARTAR DIAGRAM

Diagram 4. 1 Responden Berdasarkan Jenis Kelamin **Error! Bookmark not defined.**

Diagram 4. 2 Responden Berdasarkan Usia.....**Error! Bookmark not defined.**

Diagram 4. 3 Responden Berdasarkan Pekerjaan ...**Error! Bookmark not defined.**

Diagram 4. 4 Responden Berdasarkan Penghasilan..... **Error! Bookmark not defined.**





uin

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG