

DAFTAR ISI

HALAMAN JUDUL	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
PERSETUJUAN PUBLIKASI ILMIAH	Error! Bookmark not defined.
PERNYATAAN BUKAN HASIL PLAGIARISME	Error! Bookmark not defined.
RINGKASAN	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
BIOGRAFI PENULIS	Error! Bookmark not defined.
DAFTAR ISI.....	Error! Bookmark not defined.
DAFTAR TABEL.....	xiii
DAFTAR GAMBAR.....	xv
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 Kegunaan Penelitian.....	Error! Bookmark not defined.
II. TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1 Tinjauan Teoritis	Error! Bookmark not defined.
2.1.1 Pengertian Kopi.....	Error! Bookmark not defined.
2.1.2 <i>Coffee Shop</i>	Error! Bookmark not defined.
2.1.3 Teori Komparasi.....	Error! Bookmark not defined.
2.1.4 Karakteristik Konsumen.....	Error! Bookmark not defined.
2.1.5 Perilaku Konsumen	Error! Bookmark not defined.
2.1.6 Teori Pemasaran.....	Error! Bookmark not defined.
2.1.7 Keputusan Konsumen	Error! Bookmark not defined.
2.2. Penelitian Terdahulu	Error! Bookmark not defined.
2.3 Kerangka Pemikiran.....	Error! Bookmark not defined.
2.3. Hipotesis.....	Error! Bookmark not defined.
III. METODE PENELITIAN	Error! Bookmark not defined.

3.1 Tempat dan Waktu Penelitian **Error! Bookmark not defined.**

3.2 Penentuan Populasi dan Sampel..... **Error! Bookmark not defined.**

3.3 Jenis dan Sumber Data **Error! Bookmark not defined.**

3.4 Metode Pengumpulan Data **Error! Bookmark not defined.**

3.5 Metode Analisis Data **Error! Bookmark not defined.**

3.6 Defenisi Operasional..... **Error! Bookmark not defined.**

IV. GAMBARAN UMUM LOKASI PENELITIAN..... **Error! Bookmark not defined.**

4.1 Gambaran Subjek Penelitian **Error! Bookmark not defined.**

4.1.1 Letak Geografis dan Batas Wilayah.. **Error! Bookmark not defined.**

4.2 Coffee Shop..... **Error! Bookmark not defined.**

4.2.1. Sejarah Singkat Coffee Shop “JJ” **Error! Bookmark not defined.**

4.2.2. Struktur Organisasi Coffee Shop “JJ”..... **Error! Bookmark not defined.**

V. HASIL DAN PEMBAHASAN **Error! Bookmark not defined.**

5.1 Identitas Responden **Error! Bookmark not defined.**

5.1.1 Informan Coffee Shop “JJ” **Error! Bookmark not defined.**

5.1.2. Responden Konsumen..... **Error! Bookmark not defined.**

5.2 Jenis Produk, Harga dan Jumlah Pembelian..... **Error! Bookmark not defined.**

5.4 Kategori Perilaku Konsumen **Error! Bookmark not defined.**

5.4.1. Pemilihan Produk **Error! Bookmark not defined.**

5.4.2 Harga **Error! Bookmark not defined.**

5.4.3 Waktu Pembelian **Error! Bookmark not defined.**

5.4.4 Metode Pembayaran..... **Error! Bookmark not defined.**

5.4.5 Jumlah Pembelian **Error! Bookmark not defined.**

5.4.6 Rekapitulasi Kategori Perilaku Konsumen pada Coffee Shop “JJ”
..... **Error! Bookmark not defined.**

5.5 Analisis Komparasi Perilaku Konsumen..... **Error! Bookmark not defined.**

5.5.1 Uji Instrumen **Error! Bookmark not defined.**

5.5.2 Analisis Uji Mann Whetney U-Test... **Error! Bookmark not defined.**

VI. KESIMPULAN DAN SARAN..... **Error! Bookmark not defined.**

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

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

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

LAMPIRAN..... **Error! Bookmark not defined.**

