

## DAFTAR ISI

|                                                       |      |
|-------------------------------------------------------|------|
| HALAMAN JUDUL DALAM.....                              | i    |
| HALAMAN PENGESAHAN SKRIPSI.....                       | ii   |
| HALAMAN PERNYATAAN DEWAN PENGUJI.....                 | iii  |
| HALAMAN PERNYATAAN KEASLIAN SKRIPSI.....              | iv   |
| HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI SKRIPSI..... | v    |
| ABSTRAK.....                                          | vi   |
| KATA PENGANTAR.....                                   | vii  |
| DAFTAR ISI.....                                       | viii |
| DAFTAR GAMBAR.....                                    | xi   |
| DAFTAR TABEL.....                                     | xii  |
| DAFTAR LAMPIRAN.....                                  | xiv  |
| <br>BAB 1 PENDAHULUAN                                 |      |
| 1.1 Latar Belakang.....                               | 1    |
| 1.2 Rumusan Masalah.....                              | 10   |
| 1.3 Batasan Masalah.....                              | 10   |
| 1.4 Tujuan Penelitian.....                            | 10   |
| 1.5 Manfaat Penelitian.....                           | 11   |
| 1.6 Sistematika Penulisan.....                        | 11   |
| <br>BAB 2 TINJAUAN PUSTAKA                            |      |
| 2.1 Manajemen.....                                    | 12   |
| 2.2 Bisnis Industri Kreatif.....                      | 12   |
| 2.3 Manajemen Pemasaran.....                          | 16   |
| 2.4 Desain Produk.....                                | 17   |
| 2.6 Persepi Harga.....                                | 17   |
| 2.6 Prilaku Konsumen.....                             | 19   |
| 2.7 Keputusan Pembelian.....                          | 19   |
| 2.8 Penelitian Terdahulu.....                         | 22   |

### BAB 3 METODOLOGI PENELITIAN

|                                                |    |
|------------------------------------------------|----|
| 3.1 Model Konseptual Penelitian.....           | 27 |
| 3.2 Variabel Penelitian.....                   | 29 |
| 3.3 Operasional Variabel Penelitian.....       | 30 |
| 3.4 Hubungan antar Variabel dan Hipotesis..... | 31 |
| 3.5 Metode Analisis.....                       | 32 |
| 3.6 Pre-Test.....                              | 34 |
| 3.7 Main Test.....                             | 35 |

### BAB 4 ANALISIS PEMBAHASAN

|                                      |    |
|--------------------------------------|----|
| 4.1 Profil Perusahaan.....           | 39 |
| 4.3 Analisis Pre-Test.....           | 40 |
| 4.3 Profil Responden.....            | 46 |
| 4.4 Analisis Post-Test .....         | 51 |
| 4.5 Uji Hipotesis.....               | 59 |
| 4.6 Uji Regresi Linear Berganda..... | 62 |
| 4.7 Analisis Mean .....              | 63 |
| 4.8 Pembahasan Analisis Mean .....   | 68 |

### BAB 5 SIMPULAN DAN SARAN

|                                        |    |
|----------------------------------------|----|
| 5.1 Simpulan .....                     | 71 |
| 5.2 Keterbatasan Hasil Penelitian..... | 71 |
| 5.3 Saran.....                         | 72 |

|                     |    |
|---------------------|----|
| DAFTAR PUSTAKA..... | 75 |
|---------------------|----|

|                             |    |
|-----------------------------|----|
| RIWAYAT HIDUP PENELITI..... | 78 |
|-----------------------------|----|

### LAMPIRAN