

DAFTAR ISI

PERNYATAAN ORISINALITAS DAN BEBAS PLAGIAT	Error! Bookmark not defined.
HALAMAN PENGESAHAN.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
DAFTAR ISI.....	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
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 MASALAH.....	Error! Bookmark not defined.
1.6 SISTEMATIKA PENELITIAN.....	Error! Bookmark not defined.
BAB II. TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 PEMASARAN SENSORIK	Error! Bookmark not defined.
2.2 PANCA INDRRA DAN FUNGSINYA DALAM PEMASARAN SENSORIK.....	Error! Bookmark not defined.
2.3 KEPUTUSAN PEMBELIAN	Error! Bookmark not defined.
2.3.1 Tahapan Keputusan Pembelian.....	Error! Bookmark not defined.
2.4 MODEL PENELITIAN	Error! Bookmark not defined.
2.5 PENELITIAN TERDAHULU.....	Error! Bookmark not defined.
BAB III. METODE PENELITIAN	Error! Bookmark not defined.
3.1 RANCANGAN PENELITIAN.....	Error! Bookmark not defined.
3.2 DEFINISI OPERASIONAL VARIABEL DAN PENGUKURANNYA	Error! Bookmark not defined.
3.3 METODE PENGUMPULAN DATA.....	Error! Bookmark not defined.

3.4 POPULASI DAN SAMPEL	Error! Bookmark not defined.
3.5 METODE ANALISIS DATA.....	Error! Bookmark not defined.
BAB IV. HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 PROFIL RESPONDEN	Error! Bookmark not defined.
4.1.1 Lokasi Starbucks yang dikunjungi.....	Error! Bookmark not defined.
4.1.2 Usia Responden	Error! Bookmark not defined.
4.1.3 Pekerjaan Responden	Error! Bookmark not defined.
4.1.4 Pengeluaran Perbulan.....	Error! Bookmark not defined.
4.1.5 Domisili Responden.....	Error! Bookmark not defined.
4.2 UJI VALIDITAS	Error! Bookmark not defined.
4.2.1 Uji Validitas Variabel Pemasaran Pengelihatan (<i>Sight</i>).....	Error! Bookmark not defined.
4.2.2 Uji Validitas Variabel Pemasaran penciuman (<i>Smell</i>)	Error! Bookmark not defined.
4.2.3 Uji Validitas Variabel Pemasaran Pendengaran (<i>Hearing</i>)...	Error! Bookmark not defined.
4.2.4 Uji Validitas Variabel Pemasaran sentuhan (<i>Touch</i>)	Error! Bookmark not defined.
4.2.5 Uji Validitas Variabel Pemasaran pengecap (<i>Taste</i>).....	Error! Bookmark not defined.
4.2.6 Uji Validitas Variabel Keputusan Pembelian	Error! Bookmark not defined.
4.3 UJI REABILITAS	Error! Bookmark not defined.
4.4 ANALISIS KORELASI RANK SPEARMAN.....	Error! Bookmark not defined.
4.4.1 Analisis Korelasi Rank Spearman Variabel Sight (Pengelihatan)	Error! Bookmark not defined.
4.4.2 Analisis korelasi rank spearman variabel <i>Smell</i> (penciuman)	Error! Bookmark not defined.
4.4.3 Analisis korelasi rank spearman variabel <i>hearing</i> (Pendengaran).....	Error! Bookmark not defined.
4.4.4 Analisis korelasi rank spearman variabel <i>touch</i> (peraba).....	Error! Bookmark not defined.
4.4.5 Analisis Korelasi Rank Spearman Variabel <i>Taste</i> (Pengecap)	Error! Bookmark not defined.
4.5 HASIL DAN PEMBAHASAN.....	Error! Bookmark not defined.
BAB V. KESIMPULAN DAN REKOMENDASI	Error! Bookmark not defined.

5.1 KESIMPULAN.....**Error! Bookmark not defined.**
5.2 REKOMENDASI**Error! Bookmark not defined.**
 5.2.1 Rekomendasi bagi Starbucks Central park**Error! Bookmark not defined.**
 5.2.2 Rekomendasi bagi penelitian selanjutnya**Error! Bookmark not defined.**
DAFTAR PUSTAKA**Error! Bookmark not defined.**
LAMPIRAN.....**Error! Bookmark not defined.**



