**DAFTAR ISI**

ABSTRAK............................................................................................................................. i

ABSTRACT.......................................................................................................................... ii

KATA PENGANTAR ........................................................................................................ iii

DAFTAR ISI........................................................................................................................ iv

DAFTAR TABEL................................................................................................................ vi

DAFTAR GAMBAR.......................................................................................................... vii

DAFTAR LAMPIRAN ......................................................................................................viii

BAB 1 PENDAHULUAN

1. Latar Belakang Masalah ........................................................................................... 1
2. Rumusan Masalah ….................................................................................................6
3. Tujuan Penelitian ...................................................................................................... 6
4. Manfaat Penelitian .....................................................................................................6

BAB II KAJIAN PUSTAKA

1. Landasan Teoritis ......................................................................................................7
2. Prilaku Konsumen ...............................................................................................7
3. Karakteristik yang mempengaruhi Perilaku Konsumen ..................................... 8
4. Persepsi Konsumen ...........................................................................................12
5. Preferensi konsumen .........................................................................................13
6. Keputusan pembelian ........................................................................................15
7. Proses Keputusan Pembelian ........................................................................... 16
8. Produk .............................................................................................................. 17
9. Atribut produk................................................................................................... 18
10. Penelitian Terdahulu ................................................................................................19
11. Kerangka Pemikiran................................................................................................ 21

BAB III METODE PENELITIAN

1. Objek Penelitian...................................................................................................... 24
2. Disain Penelitian .................................................................................................... 24
3. Variabel penelitian ................................................................................................. 26
4. Teknik Pengambilan Sampel ................................................................................. 26
5. Teknik Pengumpulan Data...................................................................................... 27
6. Teknik Analisis Data .............................................................................................. 28

BAB IV HASIL ANALISIS DAN PEMBAHASAN

1. Gambaran Umum Objek Penelitian........................................................................ 34
2. Analisis Deskriptif.................................................................................................. 36
3. Nilai Kegunaan Taraf Atribut................................................................................. 48
4. Tingkat Kepentingan Atribut ................................................................................. 51
5. Analisis Nilai Utilitas Masing-masing Taraf.......................................................... 52
6. Analisis Tingkat Kepentingan Atribut ................................................................... 56

BAB V SIMPULAN DAN SARAN

1. SIMPULAN............................................................................................................ 58
2. SARAN................................................................................................................... 59

DAFTAR PUSTAKA.......................................................................................................... 63