

DAFTAR ISI

KATA

PENGANTAR.....Error!

Bookmark not defined.

DAFTAR ISI.....i

DAFTAR

TABEL.....Error!

Bookmark not defined.

DAFTAR

GAMBAR.....Error!

Bookmark not defined.

BAB I

PENDAHULUAN.....

Error! Bookmark not defined.

A. Latar Belakang

Masalah.....**Error! Bookmark not defined.**

B. Rumusan

Masalah.....**Error! Bookmark not defined.**

C. Tujuan

Penelitian.....**Error! Bookmark not defined.**

D. Kegunaan

Penelitian.....**Error! Bookmark not defined.**

BAB II KERANGKA

TEORITIS.....Error! Bookmark not defined.

A. Landasan

Teori.....**Error! Bookmark not defined.**

1.

Kemasan.....**Error! Bookmark not defined.**

a. Pengertian	
Kemasan.....	Error!
Bookmark not defined.	
b. Peran dan Fungsi	
Kemasan.....	Error! Bookmark not defined.
c. Kriteria dan Syarat	
Kemasan.....	Error! Bookmark not defined.
d. Jenis dan Klasifikasi	
Kemasan.....	Error! Bookmark not defined.
e. Strategi	
Kemasan.....	Error!
Bookmark not defined.	
2. Harga	
Jual.....	Error!
Bookmark not defined.	
a. Definisi Harga	
Jual.....	Error! Bookmark not defined.
b. Tujuan Penetapan	
Harga.....	Error! Bookmark not defined.
c. Pentingnya Keputusan	
Harga.....	Error! Bookmark not defined.
d. Faktor-faktor yang Mempengaruhi Penetapan	
Harga.....	Error! Bookmark not defined.
e. Strategi Penetapan	
Harga.....	Error! Bookmark not defined.
f. Metode Penetapan	
Harga.....	Error! Bookmark not defined.

3. Perkembangan

Usaha.....**Error! Bookmark not defined.**

a. Definisi Perkembangan

Usaha.....**Error! Bookmark not defined.**

b. Tujuan Pengembangan

Usaha.....**Error! Bookmark not defined.**

c. Landasan Pengembangan

Usaha.....**Error! Bookmark not defined.**

d. Sasaran Pengembangan

Usaha.....**Error! Bookmark not defined.**

e. Prinsip Pengembangan

Usaha.....**Error! Bookmark not defined.**

f. Aspek Pengembangan

Usaha.....**Error! Bookmark not defined.**

g. Teknik Pengembangan

Usaha.....**Error! Bookmark not defined.**

h. Strategi Pengembangan

Usaha.....**Error! Bookmark not defined.**

i. Indikator Perkembangan

Usaha.....**Error! Bookmark not defined.**

j. Program Pengembangan

Usaha.....**Error! Bookmark not defined.**

B. Penelitian

Terdahulu.....**Error! Bookmark not defined.**

C. Kerangka	
Pemikiran.....	Error!
Bookmark not defined.	
D.	
Hipotesis.....	E
rror! Bookmark not defined.	

BAB III METODOLOGI

PENELITIAN.....	Error! Bookmark not defined.
------------------------	-------------------------------------

A. Metode	
Penelitian.....	Error!
Bookmark not defined.	
B. Operasional	
Variabel.....	Error! Bookmark
not defined.	
1. Variabel	
Independen.....	Error!
Bookmark not defined.	
2. Variabel	
Dependen.....	Error!
Bookmark not defined.	
3. Variabel	
<i>Intervening</i>	Error!
Bookmark not defined.	
C. Populasi dan	
Sampel.....	Error! Bookmark
not defined.	
1.	
Populasi.....	E
rror! Bookmark not defined.	
2.	
Sampel.....	Er
ror! Bookmark not defined.	
D. Teknik Pengumpulan	
Data.....	Error! Bookmark not
defined.	

E. Instrumen

Penelitian.....**Error!**

Bookmark not defined.

1. Uji Validitas Instrumen

Penelitian.....**Error! Bookmark not defined.**

2. Uji Reliabilitas (Keandalan) Instrumen

Penelitian.....**Error! Bookmark not defined.**

F. Uji Persyaratan

Analisis.....**Error! Bookmark not defined.**

1. Uji

Normalitas.....**Error! Bookmark not defined.**

2. Uji

Linieritas.....**Error! Bookmark not defined.**

G. Teknik Analisis

Data.....**Error! Bookmark not defined.**

1. Analisis Data

Deskriptif.....**Error! Bookmark not defined.**

2. Teknik Analisis Data dan Uji

Hipotesis.....**Error! Bookmark not defined.**

H. Tempat dan Jadwal Penelitian..

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

1. Tempat Penelitian.

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

2. Jadwal

Penelitian.....**Error! Bookmark not defined.**

BAB IV HASIL PENELITIAN DAN

PEMBAHASAN.....Error! Bookmark not defined.

A. Gambaran Umum Objek Penelitian.....	Error! Bookmark not defined.
B. Deskripsi Data Hasil Penelitian.....	Error! Bookmark not defined.
1. Uji Persyaratan Analisis.....	Error! Bookmark not defined.
2. Analisis Data Deskriptif.....	Error! Bookmark not defined.
3. Analisis Data dan Uji Hipotesis.....	Error! Bookmark not defined.
C. Pembahasan Hasil Penelitian.....	Error! Bookmark not defined.

BAB V

PENUTUP.....	Error!
---------------------	---------------

A. Simpulan.....	Error! Bookmark not defined.
B. Saran.....	Error! Bookmark not defined.

DAFTAR

PUSTAKA.....	Error!
---------------------	---------------