

## DAFTAR ISI

LEMBAR PERSETUJUAN .....	Error! Bookmark not defined.
LEMBAR PERNYATAAN KEASLIAN SKRIPSI .....	Error! Bookmark not defined.
LEMBAR PENGESAHAN .....	Error! Bookmark not defined.
LEMBAR KETERANGAN LAYAK UJIAN SIDANG .....	Error! Bookmark not defined.
LEMBAR KETERANGAN LAYAK UJIAN SIDANG .....	Error! Bookmark not defined.
MOTTO DAN PERSEMBAHAN.....	Error! Bookmark not defined.
ABSTRAKSI.....	Error! Bookmark not defined.
要旨.....	Error! Bookmark not defined.
第一章.....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL .....	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
BAB I.....	Error! Bookmark not defined.
A. Latar Belakang.....	Error! Bookmark not defined.
B. Rumusan dan Fokus Masalah.....	Error! Bookmark not defined.
C. Tujuan dan Manfaat Penelitian .....	Error! Bookmark not defined.
D. Definisi Operasional.....	Error! Bookmark not defined.
E. Sistematika penulisan.....	Error! Bookmark not defined.
BAB II .....	Error! Bookmark not defined.
A. Budaya.....	Error! Bookmark not defined.
B. Perilaku Konsumen.....	Error! Bookmark not defined.

<b>C. Penelitian Relevan</b> .....	Error! Bookmark not defined.
<b>BAB III</b> .....	Error! Bookmark not defined.
<b>A. Metode Penelitian</b> .....	Error! Bookmark not defined.
<b>B. Prosedur Penelitian</b> .....	Error! Bookmark not defined.
<b>C. Teknik Pengumpulan data</b> .....	Error! Bookmark not defined.
<b>D. Teknik Analisis Data</b> .....	Error! Bookmark not defined.
<b>E. Sumber Data</b> .....	Error! Bookmark not defined.
<b>BAB IV</b> .....	Error! Bookmark not defined.
<b>A. Paparan Data</b> .....	Error! Bookmark not defined.
<b>B. Analisis Data</b> .....	Error! Bookmark not defined.
<b>BAB V</b> .....	Error! Bookmark not defined.
<b>A. Kesimpulan</b> .....	Error! Bookmark not defined.
<b>B. Saran</b> .....	Error! Bookmark not defined.

**DAFTAR ACUAN**

**LAMPIRAN**

**DAFTAR RIWAYAT HIDUP**

