

DAFTAR ISI

| | |
|--|-----|
| HALAMAN JUDUL | ii |
| HALAMAN PENGESAHAN | iii |
| HALAMAN PERSETUJUAN PUBLIKASI | iv |
| HALAMAN PERNYATAAN ORISINALITAS | v |
| ABSTRAK | vi |
| ABSTRACT | vii |
| KATA PENGANTAR | vii |
| DAFTAR ISI | x |
| DAFTAR TABEL | xiv |
| DAFTAR GAMBAR | xv |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 6 |
| 1.3 Tujuan Penelitian..... | 6 |
| 1.4 Manfaat Penelitian..... | 6 |
| BAB II LANDASAN TEORI | 7 |
| 2.1 Pengertian Manajemen Pemasaran | 7 |
| 2.2 Pengertian Konsep Pemasaran | 7 |
| 2.3 Pengertian Bauran Pemasaran | 8 |
| 2.4 Pengertian Promosi | 9 |
| 2.5 Pengertian Bauran Promosi | 9 |
| 2.6 Pengertian Minat Beli dan Minat Beli Ulang | 10 |
| 2.7 Hipotesis..... | 12 |
| 2.8 AIDA..... | 13 |

| | | |
|--|---|-----------|
| 2.9 | Kerangka Penelitian | 15 |
| BAB III METODE PENELITIAN | | 17 |
| 3.1 | Jenis Penelitian | 17 |
| 3.2 | Lokasi Penelitian dan Waktu Penelitian..... | 17 |
| 3.3 | Subjek dan Objek Penelitian | 17 |
| 3.4 | Jenis dan Sumber Data | 18 |
| 3.5 | Variabel..... | 18 |
| 3.5.1 | Variabel Bebas | 18 |
| 3.5.2 | Varabel Terikat..... | 19 |
| 3.5.3 | Deskripsi Operasional Variabel | 20 |
| 3.6 | Populasi dan Sampel | 28 |
| 3.7 | Teknik Pengumpulan Data | 29 |
| 3.8 | Instrument Penelitian..... | 29 |
| 3.9 | Teknik Analisis Data..... | 30 |
| 3.10 | Uji Validitas | 30 |
| 3.11 | Uji Reliabilitas..... | 31 |
| 3.12 | Uji Asumsi Klasik | 32 |
| 3.12.1 | Uji Multikolinearitas | 32 |
| 3.12.2 | Uji Normalitas | 32 |
| 3.12.3 | Uji Heterokedastisitas | 33 |
| 3.12.4 | Regresi Linier Berganda | 33 |
| 3.13 | Uji Hipotesis..... | 34 |
| 3.13.1 | Uji F | 34 |
| 3.13.2 | Uji t | 35 |
| 3.13.3 | Analisis Koefisien Determinasi | 36 |
| BAB IV PEMBAHASAN DAN HASIL PENELITIAN..... | | 37 |
| 4.1 | Gambaran Umum Perusahaan | 37 |
| 4.1.1 | Sejarah Shopee | 37 |
| 4.1.2 | Logo Shopee | 38 |

| | | |
|---------|---|----|
| 4.1.3 | Visi dan Misi | 38 |
| 4.1.4 | Iklan Shopee COD | 38 |
| 4.2 | Gambaran Umum Responden | 39 |
| 4.2.1 | Berdasarkan Usia | 39 |
| 4.2.2 | Berdasarkan Jenis Kelamin | 40 |
| 4.3 | Deskripsi Hasil Penelitian | 41 |
| 4.3.1 | Deskripsi Jawaban Responden | 42 |
| 4.3.2 | Variabel Attraction | 42 |
| 4.3.3 | Variabel Interest | 43 |
| 4.3.4 | Variabel Desire | 45 |
| 4.3.5 | Variabel Action | 46 |
| 4.3.6 | Variabel Minat Beli Ulang | 47 |
| 4.4 | Hasil Uji Validitas dan Reliabilitas | 49 |
| 4.4.1 | Uji Validitas | 49 |
| 4.4.2 | Uji Reliabilitas | 51 |
| 4.5 | Uji Asumsi Klasik | 52 |
| 4.5.1 | Normalitas | 52 |
| 4.5.2 | Multikolinearitas | 54 |
| 4.5.3 | Heterokedastisitas | 55 |
| 4.6 | Analisis Data | 56 |
| 4.6.1 | Uji Analisis Linier Berganda | 56 |
| 4.6.2 | Uji Hipotesis | 59 |
| 4.6.2.1 | Uji t | 59 |
| 4.6.2.2 | Uji F | 60 |
| 4.6.2.3 | Uji Analisis Koefesien Determinasi | 62 |
| 4.7 | Pembahasan | 62 |
| 4.7.1 | Pengaruh variabel Attraction secara parsial terhadap minat beli ulang . | 62 |
| 4.7.2 | Pengaruh variabel Interest secara parsial terhadap minat beli ulang | 63 |
| 4.7.3 | Pengaruh variabel Desire secara parsial terhadap minat beli ulang | 63 |
| 4.7.4 | Pengaruh variabel Action secara parsial terhadap minat beli ulang | 64 |

| | |
|--|----|
| 4.7.5 Variabel Attraction, Interest, Desire, dan Action secara simultan berpengaruh terhadap minat beli ulang | 64 |
|--|----|

| | |
|----------------------------|----|
| BAB V PENUTUP | 66 |
|----------------------------|----|

| | |
|----------------------|----|
| 5.1 Kesimpulan | 66 |
|----------------------|----|

| | |
|-----------------|----|
| 5.2 Saran | 67 |
|-----------------|----|

| | |
|----------------------|----|
| DAFTAR PUSTAKA | 68 |
|----------------------|----|

| | |
|----------------|----|
| LAMPIRAN | 72 |
|----------------|----|

