

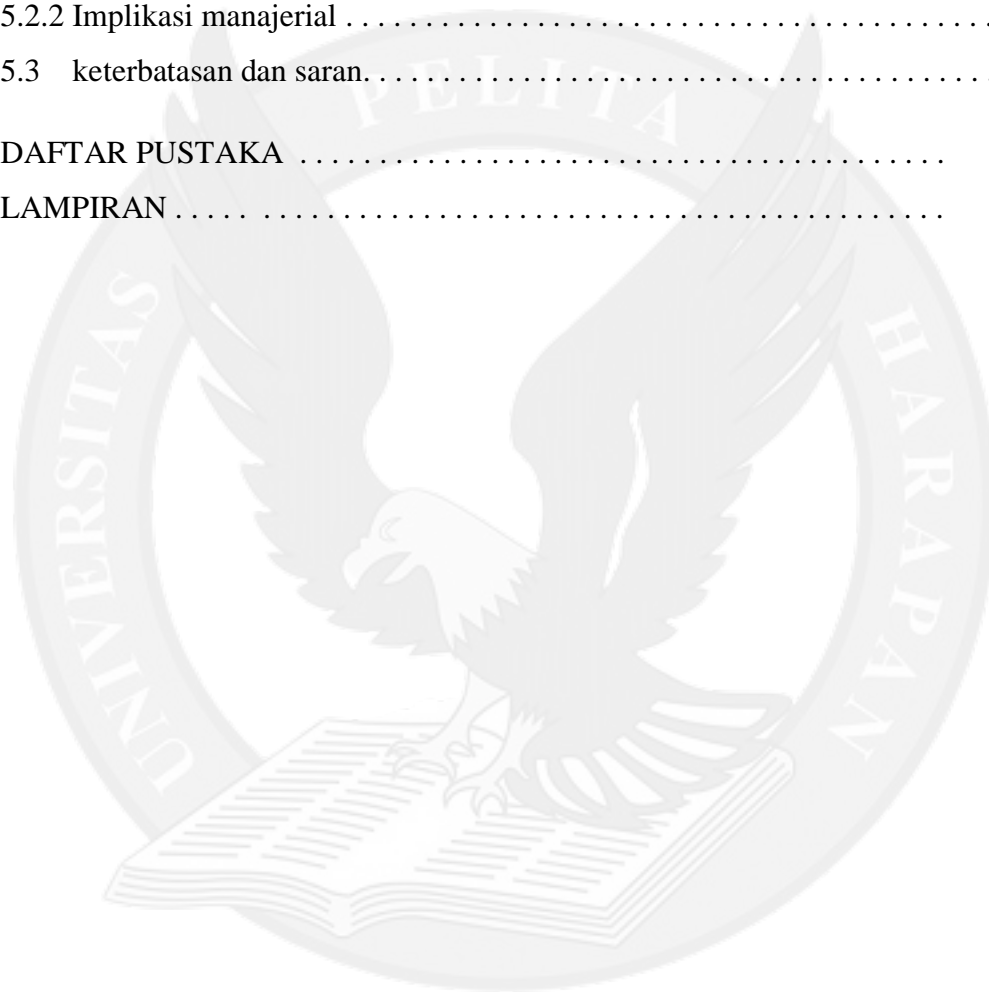
DAFTAR ISI

ABSTRAK	1
KATA PENGANTAR	2
DAFTAR ISI	4
DAFTAR GAMBAR DAN TABEL	6
BAB 1 PENDAHULUAN	7
1.1 Latar Belakang	7
1.2 Batasan Masalah	12
1.3 Perumusan Masalah	12
1.4 Tujuan Penelitian	12
1.5 Manfaat Penelitian	13
1.5.1 Manfaat Teoritis	13
1.5.2 Manfaat Praktis	13
1.6 Sistematika Penulisan	14
BAB II TINJAUAN TEORI DAN PENELITIAN TERDAHULU	15
2.1 Tinjauan Teori	15
2.1.2 Product	16
2.1.3 Price	18
2.1.4 Promotion	19
2.1.5 Place	21
2.1.6 Brand Awareness:	23
2.1.7 Lifestyle	24
2.1.8 Purchase Intention	26
2.2 Penelitian Terdahulu	18
2.3 Pengembangan Hipotesis	37
2.3.1 Pengaruh Product terhadap Brand Awareness	37
2.3.2 Pengaruh Product terhadap lifestyle	37
2.3.3 Pengaruh Price terhadap Brand Awareness	37

2.3.4 Pengaruh Price terhadap Lifestyle	38
2.3.5 Pengaruh Promotion terhadap Brand Awareness	38
2.3.6 Pengaruh Promotion terhadap Lifestyle	39
2.3.7 Pengaruh Place terhadap Brand Awareness	39
2.3.8 Pengaruh Place terhadap Lifestyle	39
2.3.9 Pengaruh Brand Awareness terhadap Purchase Intention.....	40
2.3.10 Pengaruh Lifestyle terhadap Purchase Intention	40
2.4 Model Penelitian	41
2.5 Bagan Alur Berpikir	41
BAB III METODOLOGI PENELITIAN	43
3.1 Jenis Penelitian	43
3.2 Populasi dan Sampel	43
3.2.1 Populasi	43
3.2.2 Sampel	43
3.2.3 Metode Pengumpulan Data	44
3.2.4 Teknik Pengukuran Instrumen Penelitian	45
3.3 Definisi Operasional dan Indikator Variabel	48
3.4 Metode Analisis Data	50
3.4.1 Analisis Jalur Regresi Linier Berganda	50
3.4.2 Koefisien Determinasi (Uji R ²)	51
3.4.3 Uji Validitas	51
3.4.5 Uji Asumsi klasik	52
3.4.5.1 Normalitas	52
3.4.5.2 Pengujian Linieritas	53
3.4.5.3 Pengujian Multikolinieritas	53
3.4.5.4 Pengujian koefisien korelasi (R)	53
3.4.5.5 Pengujian Determinasi (R ²)	53
BAB IV METODOLOGI PENELITIAN	43
4.1 Profil responden.	43
4.2 Analisa Deskriptif.	43
4.2.1 Analisa deskriptif Product	43
4.2.2 Analisa Deskriptif Price	43

4.2.3	Analisa deskriptif Promotion	43
4.2.4	Analisa Deskriptif Place	43
4.2.5	Analisa deskriptif Brand Awareness.	43
4.2.6	Analisa Deskriptif Lifestyle.	43
4.3.	Statistik inferensial.	43
4.3.1	outer model.	43
4.3.1.1	Hasil uji validitas.	43
4.3.1.2	Hasil uji reliabilitas.	43
4.3.2	Inner model.	43
4.3.2.1	Kolinearitas.	43
4.3.2.2	Coefficient of determination (R-Square)	43
4.3.2.3	Effect size (F2)	43
4.3.2.4	Coefficient of relevance (q-square)	43
4.3.2.5	Pengujian hipotesis	43
4.3.2.5.1	Pengaruh variabel product terhadap Lifestyle	43
4.3.2.5.2	pengaruh variabel promotion terhadap lifestyle.	43
4.3.2.5.3	Pengaruh variabel place terhadap Lifestyle	43
4.3.2.5.4	pengaruh variabel product terhadap brand awareness	43
4.3.2.5.5	pengaruh variabel promotion terhadap brand awareness	43
4.3.2.5.6	pengaruh variabel place terhadap brand awareness	43
4.3.2.5.7	pengaruh variabel price terhadap product	43
4.3.2.5.8	pengaruh variabel lifestyle terhadap repurchase intention	43
4.3.2.5.9	pengaruh variabel Brand awareness terhadap repurchase intention	43
4.3.2.5.10	pengaruh variabel promotion, repurchase intention, lifestyle	43
4.3.2.5.11	Pengaruh variabel promotion, Repurchase intention,dan Brand Awaren43	
4.3.2.5.12	pengaruh variabel price,repurchase intention,product,lifestyle.	43
4.3.2.5.13	pengaruh variabel price,Repurchase intention,product, brand awareness 43	
4.3.2.5.14	pengaruh variabel place,repurchase intention,brand awareness.	43
4.3.2.5.15	pengaruh variabel place, repurchase intention,lifestyle.	43
4.3.2.5.16	pengaruh variabel product,repurchase intention,brand awareness	43
4.3.2.5.17	pengaruh variabel product, repurchase intention, lifestyle.	43
4.4	Analisis mediasi	43
4.5	Pembahasan	43

BAB V METODOLOGI PENELITIAN	43
5.1 Kesimpulan	43
5.2 Implikasi	43
5.2.1 Implikasi teoritis	43
5.2.2 Implikasi manajerial	43
5.3 keterbatasan dan saran	43
DAFTAR PUSTAKA	55
LAMPIRAN	59



DAFTAR GAMBAR DAN TABEL

Gambar 1.1	Logo Eatwell Manado	8
Gambar 1.2	Variasi Menu Sehat Eatwell Manado	9
Gambar 2.1	Research framework	29
Gambar 2.2	Kerangka pemikiran	31
Gambar 2.3	Kerangka konseptual	33
Gambar 4.1	Inner Model	33
Gambar 4.2	Model hasil penelitian	33
Tabel 2.1	Penelitian Terdahulu	19
Tabel 2.2	Model Penelitian	28
Tabel 2.1	Pengukuran Skala Likert	31
Tabel 3.2	Desain Inti Kuesioner	32
Tabel 3.3	Operasionalisasi Variabel Penelitian	34
Tabel 4.1	Profil responden	34
Tabel 4.2	Skala statistik deskriptif	34
Tabel 4.3	Variabel produk	34
Tabel 4.4	Variabel price	34
Tabel 4.5	Variabel promotion	34
Tabel 4.6	Variabel place	34
Tabel 4.7	Variabel Brand Awareness	34
Tabel 4.8	Variabel price	34
Tabel 4.9	Variabel price	34
Tabel 4.10	Validity convergent	34
Tabel 4.11	Discriminant validity	34
Tabel 4.12	Uji reliabilitas	34
Tabel 4.13	Uji multikolinearitas	34

Tabel 4.14	Coefficient of Detemination	34
Tabel 4.15	Effect size	34
Tabel 4.16	Nilai Q	34
Tabel 4.17	Sign and significance of pat Coefficient	34
Tabel 4.18	Hasil spesific indirect effect	34

