

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
UCAPAN TERIMA KASIH.....	Error! Bookmark not defined.
DAFTAR ISI.....	viii
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian.....	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
1.4.1 Manfaat Teoritis	Error! Bookmark not defined.
1.4.2 Manfaat Praktik.....	Error! Bookmark not defined.
1.5 Struktur Organisasi Skripsi.....	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA BERPIKIR, dan HIPOTESIS .	Error! Bookmark not defined.
2.1 Kajian Pustaka	Error! Bookmark not defined.
2.1.1 Edukasi Konsumen untuk Merubah Perilaku Konsumen	Error! Bookmark not defined.
2.1.2 <i>Theory of Planned Behavior</i> dalam memprediksi minat.....	Error! Bookmark not defined.
2.1.3 Minat Menggunakan Produk Tabungan.....	Error! Bookmark not defined.
2.1.3 Penelitian Terdahulu	Error! Bookmark not defined.
2.2 Kerangka Berpikir	Error! Bookmark not defined.
2.3 Hipotesis Umum.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
3.1 Desain Penelitian	Error! Bookmark not defined.

3.2	Definisi dan Operasionalisasi Variabel ...	Error! Bookmark not defined.
3.3.1	Operasionalisasi Variabel.....	Error! Bookmark not defined.
3.3	Partisipan Penelitian	Error! Bookmark not defined.
3.4	Populasi dan Sampel.....	Error! Bookmark not defined.
3.5	Instrumen Penelitian	Error! Bookmark not defined.
3.5.1	Jenis dan Sumber Instrumen	Error! Bookmark not defined.
3.5.2	Teknik Pengumpulan Data	Error! Bookmark not defined.
3.5.3	Uji Instrumen Penelitian.....	Error! Bookmark not defined.
3.6	Prosedur Penelitian	Error! Bookmark not defined.
3.7.1	Teknik Analisis Data	Error! Bookmark not defined.
3.7.2	Uji Hipotesis	Error! Bookmark not defined.
3.7	Analisis Data	Error! Bookmark not defined.
3.7.1.	Hasil Uji Validitas	Error! Bookmark not defined.
3.7.2.	Hasil Uji Reabilitas	Error! Bookmark not defined.
BAB IV TEMUAN DAN PEMBAHASAN		Error! Bookmark not defined.
4.1	Temuan Penelitian	Error! Bookmark not defined.
4.1.1	Profil Singkat Otoritas Jasa Keuangan.....	Error! Bookmark not defined.
4.1.2	Program <i>Social Marketing</i> melalui Edukasi Konsumen	Error! Bookmark not defined.
4.1.3	Analisis Deskriptif.....	Error! Bookmark not defined.
4.2	Pembahasan Penelitian	Error! Bookmark not defined.
4.3.1	Pembahasan Temuan Penelitian	Error! Bookmark not defined.
4.3.2	Pembahasan Pengaruh X terhadap Y	Error! Bookmark not defined.
BAB V KESIMPULAN		Error! Bookmark not defined.
5.1	Kesimpulan.....	Error! Bookmark not defined.
5.2	Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.