

## DAFTAR ISI

PERNYATAAN .....	Error! Bookmark not defined.
LEMBAR PENGESAHAN .....	Error! Bookmark not defined.
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.....	vii
DAFTAR GAMBAR .....	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
BAB 1 PENDAHULUAN .....	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian .....	Error! Bookmark not defined.
1.2 Identifikasi Masalah Penelitian .....	Error! Bookmark not defined.
1.3 Rumusan Masalah Penelitian .....	Error! Bookmark not defined.
1.4 Tujuan Penelitian .....	Error! Bookmark not defined.
1.5 Manfaat Penelitian .....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	<b>Error!</b>
<b>Bookmark not defined.</b>	
2.1 Tinjauan Pustaka .....	Error! Bookmark not defined.
2.1.1 Perilaku Konsumen .....	Error! Bookmark not defined.
A. Pengertian Perilaku Konsumen.....	Error! Bookmark not defined.
B. Perilaku Konsumen Menurut Islam .....	Error! Bookmark not defined.
2.1.2 Preferensi Konsumen .....	Error! Bookmark not defined.
A. Pengertian Preferensi Konsumen .....	Error! Bookmark not defined.
B. Preferensi Konsumen Muslim.....	Error! Bookmark not defined.
2.1.3 Tabungan <i>Wadiah Yad Dhamanah</i> .....	Error! Bookmark not defined.
A. Pengertian Tabungan .....	Error! Bookmark not defined.
B. Pengertian <i>Wadiah</i> .....	Error! Bookmark not defined.
C. Landasan hukum .....	Error! Bookmark not defined.
D. Rukun dan Syarat <i>Wadiah</i> .....	Error! Bookmark not defined.
E. Jenis-Jenis <i>Wadiah</i> .....	Error! Bookmark not defined.
F. Karakteristik Akad <i>Wadiah Yad Dhamanah</i> ....	Error! Bookmark not defined.
2.1.4 Preferensi Menabung Menurut Ekonomi Islam .....	Error! Bookmark not defined.
2.1.5 Preferensi Menabung Pada Bank Syariah .....	Error! Bookmark not defined.

2.1.6	Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
2.2	Kerangka Pemikiran.....	<b>Error! Bookmark not defined.</b>
2.4	Hipotesis.....	<b>Error! Bookmark not defined.</b>
BAB III OBJEK, METODE, DAN DESAIN PENELITIAN .....		<b>Error! Bookmark not defined.</b>
3.1	Objek Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2	Metode Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3	Desain Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3.1	Definisi dan Operasionalisasi Variabel.....	<b>Error! Bookmark not defined.</b>
3.4	Populasi Penelitian .....	<b>Error! Bookmark not defined.</b>
3.5	Teknik dan Alat Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.5.1	Jenis Data dan Sumber Data .....	<b>Error! Bookmark not defined.</b>
3.5.2	Teknik Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.5.3	Instrumen Penelitian .....	<b>Error! Bookmark not defined.</b>
3.6	Uji Validitas dan Reliabilitas .....	<b>Error! Bookmark not defined.</b>
3.6.1	Uji Validitas .....	<b>Error! Bookmark not defined.</b>
3.6.2	Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
3.7	Uji Asumsi Klasik .....	<b>Error! Bookmark not defined.</b>
3.7.1	Uji Normalitas.....	<b>Error! Bookmark not defined.</b>
3.7.2	Uji Multikolinearitas .....	<b>Error! Bookmark not defined.</b>
3.7.3	Uji Heterokedastisitas .....	<b>Error! Bookmark not defined.</b>
3.8	Pengujian Hipotesis.....	<b>Error! Bookmark not defined.</b>
3.9	Teknik Analisis Data.....	<b>Error! Bookmark not defined.</b>
3.9.1	Analisis Regresi Linier Berganda .....	<b>Error! Bookmark not defined.</b>
BAB IV HASIL PENELITIAN DAN PEMBAHASAN ...		<b>Error! Bookmark not defined.</b>
4.1	Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.1.1	Hasil Uji Validitas dan Reliabilitas Instrumen.....	<b>Error! Bookmark not defined.</b>
4.2	Gambaran Umum Objek Penelitian .....	<b>Error! Bookmark not defined.</b>
4.2.1	Profil Bank BRI Syariah KCP Setiabudhi .....	<b>Error! Bookmark not defined.</b>
4.2.2	Visi dan Misi Bank BRI Syariah KCP Setiabudhi.....	<b>Error! Bookmark not defined.</b>
4.2.3	Nilai – Nilai Budaya Kerja Bank BRI Syariah KCP Setiabudhi .....	<b>Error!</b>
		<b>Bookmark not defined.</b>

4.2.4	Sruktur Organisasi Bank BRI Syariah KCP Setiabudhi	<b>Error! Bookmark not defined.</b>
4.3	Analisis Deskriptif Responden	<b>Error! Bookmark not defined.</b>
4.4	Deskriptif Variabel Penelitian	<b>Error! Bookmark not defined.</b>
4.4	Hasil Uji Asumsi Klasik	<b>Error! Bookmark not defined.</b>
4.4.1	Uji Normalitas	<b>Error! Bookmark not defined.</b>
4.4.2	Uji Multikolinearitas	<b>Error! Bookmark not defined.</b>
4.4.3	Uji Heterokedastisitas	<b>Error! Bookmark not defined.</b>
4.5	Pengujian dan Pembahasan Hipotesis Penelitian	<b>Error! Bookmark not defined.</b>
4.5.1	Hasil Uji Regresi Berganda	<b>Error! Bookmark not defined.</b>
4.5.2	Pembahasan Pengaruh Kualitas Produk (X1) Terhadap Preferensi Nasabah (Y)	<b>Error! Bookmark not defined.</b>
4.5.3	Pembahasan Pengaruh Kualitas Pelayanan (X2) Terhadap Preferensi Nasabah (Y)	<b>Error! Bookmark not defined.</b>
BAB V SIMPULAN, IMPLIKASI, DAN REKOMENDASI		<b>Error! Bookmark not defined.</b>
5.1	Simpulan	<b>Error! Bookmark not defined.</b>
5.2	Implikasi dan Rekomendasi	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA		<b>Error! Bookmark not defined.</b>