

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
ABSTRACT	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.
DAFTAR GAMBAR	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Identifikasi dan Perumusan Masalah	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah	Error! Bookmark not defined.
1.3.1 Tujuan Penelitian	Error! Bookmark not defined.
1.3.2 Kegunaan Penelitian	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	Error! Bookmark not defined.
2.1 Kajian Pustaka	Error! Bookmark not defined.
2.1.1. Pemasaran Jasa.....	Error! Bookmark not defined.
2.1.2. <i>Hospitality Industry</i>	Error! Bookmark not defined.
2.1.3. Konsep Produk.....	Error! Bookmark not defined.
2.1.3.1. Klasifikasi Produk Jasa	Error! Bookmark not defined.
2.1.3.2. Atribut Produk	Error! Bookmark not defined.
2.1.3.3 Strategi Produk.....	Error! Bookmark not defined.
2.1.4. <i>Simplicity Marketing</i>	Error! Bookmark not defined.
2.1.4.1. Definisi <i>Simplicity Marketing</i>	Error! Bookmark not defined.
2.1.4.2. Unsur-unsur <i>Simplicity Marketing</i> ..	Error! Bookmark not defined.
2.1.5. Perilaku Konsumen.....	Error! Bookmark not defined.
2.1.5.1. <i>Input</i>	Error! Bookmark not defined.
2.1.5.2. <i>Process</i>	Error! Bookmark not defined.
2.1.5.3. <i>Output</i>	Error! Bookmark not defined.
2.1.6. Proses Keputusan Pembelian	Error! Bookmark not defined.
2.1.6.1. Pengenalan Masalah.....	Error! Bookmark not defined.

2.1.6.2. Pencarian Informasi	Error! Bookmark not defined.
2.1.6.3. Evaluasi Alternatif	Error! Bookmark not defined.
2.1.6.4. Keputusan Pembelian.....	Error! Bookmark not defined.
2.1.6.5. Perilaku Pasca Pembelian	Error! Bookmark not defined.
2.1.7. Hubungan antara <i>Simplicity Marketing</i> dengan Keputusan Pembelian	Error!
Bookmark not defined.	
2.2. Kerangka Pemikiran	Error! Bookmark not defined.
2.3. Hipotesis.....	Error! Bookmark not defined.
BAB III OBJEK DAN METODE PENELITIAN	Error! Bookmark not defined.
3.1. Objek Penelitian.....	Error! Bookmark not defined.
3.2. Metode Penelitian dan Desain Penelitian	Error! Bookmark not defined.
3.2.1. Metode Penelitian	Error! Bookmark not defined.
3.2.2. Desain Penelitian	Error! Bookmark not defined.
3.3. Operasionalisasi Variabel	Error! Bookmark not defined.
3.4. Sumber Data, Alat Pengumpulan Data, Populasi, Sampel dan Teknik Penarikan Sampel.....	Error! Bookmark not defined.
3.4.1. Sumber Data Penelitian.....	Error! Bookmark not defined.
3.4.2. Alat Pengumpulan Data	Error! Bookmark not defined.
3.4.3. Populasi.....	Error! Bookmark not defined.
3.4.4. Sampel.....	Error! Bookmark not defined.
3.4.5. Teknik Penarikan Sampel	Error! Bookmark not defined.
3.5. Rancangan Analisis dan Uji Hipotesis	Error! Bookmark not defined.
3.5.1. Rancangan Analisis Data	Error! Bookmark not defined.
3.5.1.1. Uji Validitas	Error! Bookmark not defined.
3.5.1.2. Pengujian Reliabilitas	Error! Bookmark not defined.
3.5.1.3. Analisis Regresi Linier Sederhana...	Error! Bookmark not defined.
3.5.1.4. Analisis koefisien Korelasi Product Moment	Error! Bookmark not defined.
3.5.1.5. Koefisien Determinasi	Error! Bookmark not defined.
3.5.2. Uji Hipotesis	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
4.1. Tinjauan Umum Objek Penelitian	Error! Bookmark not defined.
4.1.1. Profil Perusahaan	Error! Bookmark not defined.
4.1.2. Visi dan Misi.....	Error! Bookmark not defined.
4.1.3. Filosofi	Error! Bookmark not defined.

- 4.1.4. Strategi Pemasaran di Tingkat Unit Bisnis **Error! Bookmark not defined.**
- 4.1.5. Struktur Organisasi PT. Fast Food Indonesia **Error! Bookmark not defined.**
- 4.1.6. Program *Simplicity Marketing* di Kentucky Fried Chicken Cabang Setiabudhi Bandung **Error! Bookmark not defined.**

4.2. Karakteristik dan Pengalaman Responden **Error! Bookmark not defined.**

- 4.2.1. Karakteristik Responden **Error! Bookmark not defined.**
 - 4.2.1.1. Karakteristik Responden Berdasarkan Jenis Kelamin **Error! Bookmark not defined.**
 - 4.2.1.2. Karakteristik Responden Berdasarkan Usia **Error! Bookmark not defined.**
 - 4.2.1.3. Karakteristik Responden Berdasarkan Pekerjaan **Error! Bookmark not defined.**
 - 4.2.1.4. Karakteristik Responden Berdasarkan Rata-Rata Pendapatan Per Bulan **Error! Bookmark not defined.**
 - 4.2.1.5. Karakteristik Responden Berdasarkan Alokasi Pendapatan untuk Kebutuhan Makan di Restoran Per Bulan **Error! Bookmark not defined.**
- 4.2.2. Pengalaman Responden **Error! Bookmark not defined.**
 - 4.2.2.1. Pengalaman Responden Berdasarkan Alasan Utama Mengonsumsi Produk KFC **Error! Bookmark not defined.**
 - 4.2.2.2. Pengalaman Responden Berdasarkan Frekuensi Kunjungan ke Restoran KFC dalam Periode Waktu 1 Bulan **Error! Bookmark not defined.**
 - 4.2.2.3. Pengalaman Responden Berdasarkan Menu Favorit **Error! Bookmark not defined.**
 - 4.2.2.4. Pengalaman Responden Berdasarkan Teman Berkunjung ke Restoran KFC **Error! Bookmark not defined.**
 - 4.2.2.5. Pengalaman Responden Berdasarkan Merek Makanan Cepat Saji Lain yang Dikonsumsi **Error! Bookmark not defined.**

4.3. Deskripsi Variabel Penelitian **Error! Bookmark not defined.**

- 4.3.1. *Simplicity Marketing* **Error! Bookmark not defined.**
 - 4.3.1.1. Tanggapan Responden Terhadap *Replace* di Restoran Cepat Saji Kentucky Fried Chicken **Error! Bookmark not defined.**
 - 4.3.1.2. Rekapitulasi Tanggapan Responden Terhadap *Replace* **Error! Bookmark not defined.**
 - 4.3.1.3. Tanggapan Responden Terhadap *Repackage* **Error! Bookmark not defined.**

4.3.1.4. Rekapitulasi Tanggapan Responden Terhadap <i>Repackage</i>	Error! Bookmark not defined.
4.3.1.5. Tanggapan Responden Terhadap <i>Reposition</i>	Error! Bookmark not defined.
4.3.1.6. Rekapitulasi Tanggapan Responden Terhadap <i>Reposition</i>	Error! Bookmark not defined.
4.3.1.7. Tanggapan Responden Terhadap <i>Replenish</i>	Error! Bookmark not defined.
4.3.1.8. Rekapitulasi Tanggapan Responden Terhadap <i>Replenish</i>	Error! Bookmark not defined.
4.3.1.9. Rekapitulasi Variabel Penelitian <i>Simplicity Marketing</i> Kentucky Fried Chicken	Error! Bookmark not defined.
4.3.2 Gambaran Keputusan Pembelian di Restoran Cepat Saji Kentucky Fried Chicken	Error! Bookmark not defined.
4.3.2.1. Tanggapan Responden Terhadap Keputusan Pembelian Berdasarkan Produk	Error! Bookmark not defined.
4.3.2.2. Tanggapan Responden Terhadap Keputusan Pembelian Berdasarkan Merek	Error! Bookmark not defined.
4.3.2.3. Tanggapan Responden Terhadap Keputusan Pembelian Berdasarkan Saluran Distribusi.....	Error! Bookmark not defined.
4.3.2.4. Tanggapan Responden Terhadap Keputusan Pembelian Berdasarkan Waktu	Error! Bookmark not defined.
4.3.2.5. Tanggapan Responden Terhadap Keputusan Pembelian Berdasarkan Jumlah Pembelian.....	Error! Bookmark not defined.
4.3.2.6 Rekapitulasi Variabel Keputusan Pembelian	Error! Bookmark not defined.
4.4. Hasil Pengujian Hipotesis	Error! Bookmark not defined.
4.4.1 Kriteria Pengambilan Keputusan	Error! Bookmark not defined.
4.4.2 Koefisien Korelasi dan Determinasi	Error! Bookmark not defined.
4.4.3 Pengujian Hipotesis dan Signifikansi Secara Parsial (Uji t)	Error! Bookmark not defined.
4.4.4 Model Persamaan Regresi Linear Sederhana Pengaruh <i>Simplicity Marketing</i> Terhadap Keputusan Pembelian	Error! Bookmark not defined.
4.5. Pembahasan Hasil Penelitian.....	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN.....	Error! Bookmark not defined.
5.1. Kesimpulan.....	Error! Bookmark not defined.
5.2. Saran	Error! Bookmark not defined.

DAFTAR PUSTAKA

LAMPIRAN

