

DAFTAR ISI

| | |
|--|------|
| HALAMAN JUDUL..... | ii |
| HALAMAN PENGESAHAN..... | iii |
| HALAMAN BEBAS PLAGIASI | iv |
| KATA PENGANTAR..... | v |
| DAFTAR ISI | vii |
| DAFTAR TABEL..... | x |
| DAFTAR GAMBAR | xi |
| INTISARI..... | xii |
| ABSTRACT..... | xiii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 3 |
| 1.3 Tujuan Penelitian..... | 4 |
| 1.4 Manfaat Penelitian | 4 |
| 1.5 Batasan Masalah..... | 4 |
| BAB II TINJAUAN PUSTAKA | 6 |
| 2.1 <i>Florist</i> dan Toko Bunga | 6 |
| 2.2 Buket Bunga..... | 7 |
| 2.3 Harga..... | 8 |
| 2.4 Lokasi..... | 9 |
| 2.5 <i>Word of Mouth</i> | 11 |
| 2.6 Keputusan Pembelian..... | 12 |
| 2.7 Rekomendasi Pemasaran..... | 14 |
| 2.8 <i>Structural Equation Modeling – Partial Least Square (SEM-PLS)</i> | 15 |
| 2.9 Penelitian Terdahulu..... | 19 |
| BAB III METODE PENELITIAN..... | 21 |
| 3.1 Waktu dan Lokasi Penelitian..... | 21 |
| 3.2 Objek Penelitian | 21 |
| 3.3 Populasi dan Sampel Penelitian | 21 |

| | | |
|----------------------------------|--|----|
| 3.3.1 | Populasi | 21 |
| 3.3.2 | Sampel..... | 21 |
| 3.4 | Metode Pengumpulan Data | 22 |
| 3.4.1 | Data Primer | 22 |
| 3.4.2 | Data Sekunder | 24 |
| 3.5 | Variabel Penelitian | 24 |
| 3.5.1 | Variabel Laten (<i>Unobserved Variable</i>)..... | 25 |
| 3.5.2 | Variabel Manifest (<i>Observed Variable</i>)..... | 25 |
| 3.6 | Metode Pengolahan Data | 26 |
| 3.6.1 | <i>Pilot Test</i> | 27 |
| 3.6.2 | Analisis Deskriptif | 27 |
| 3.6.3 | Uji Model Pengukuran (<i>Outer Model</i>)..... | 28 |
| 3.6.4 | Uji Model Struktural (<i>Inner Model</i>)..... | 28 |
| 3.7 | Model Penelitian | 29 |
| 3.8 | Diagram Alir Penelitian..... | 31 |
| 3.9 | Hipotesis Penelitian..... | 31 |
| BAB IV HASIL DAN PEMBAHASAN..... | | 33 |
| 4.1 | Gambaran Umum Objek Penelitian | 33 |
| 4.2 | Analisis Karakteristik Responden | 33 |
| 4.2.1 | Karakteristik Responden berdasarkan Jenis Kelamin | 33 |
| 4.2.2 | Karakteristik Responden berdasarkan Usia | 34 |
| 4.2.3 | Karakteristik Responden berdasarkan Asal Perguruan Tinggi..... | 35 |
| 4.2.4 | Karakteristik Responden berdasarkan Jenjang Perguruan Tinggi. 35 | |
| 4.3 | Analisis Perhitungan Skor Variabel | 36 |
| 4.3.1 | Analisis Variabel Harga..... | 36 |
| 4.3.2 | Analisis Variabel Lokasi | 37 |
| 4.3.3 | Analisis Variabel Word of Mouth..... | 38 |
| 4.3.4 | Analisis Variabel Keputusan Pembelian | 39 |
| 4.4 | Analisis Kuesioner Deskriptif..... | 40 |
| 4.4.1 | Analisis Variabel Harga..... | 40 |
| 4.4.2 | Analisis Variabel Lokasi | 42 |

| | | |
|---------------------------------|--|----|
| 4.5 | Analisis <i>Pilot Test</i> | 43 |
| 4.5.1 | Uji Validitas..... | 44 |
| 4.5.2 | Uji Reliabilitas | 44 |
| 4.6 | Analisis Model Pengukuran (<i>Outer Model</i>)..... | 45 |
| 4.6.1 | Validitas Konvergen | 45 |
| 4.6.2 | Validitas Diskriminan..... | 47 |
| 4.6.3 | <i>Composite Reliability</i> | 49 |
| 4.7 | Analisis Model Struktural (<i>Inner Model</i>)..... | 49 |
| 4.7.1 | R-Square/R ² (<i>Coefficient Determinants</i>)..... | 49 |
| 4.7.2 | <i>Normal Fit Index</i> (NFI)..... | 50 |
| 4.7.3 | <i>Path Coefficients</i> (T-statistics) | 51 |
| 4.8 | Analisis Hipotesis..... | 51 |
| 4.9 | Interpretasi Hasil Penelitian | 55 |
| 4.10 | Rekomendasi Pemasaran..... | 61 |
| BAB V KESIMPULAN DAN SARAN..... | | 63 |
| 5.1 | Kesimpulan | 63 |
| 5.2 | Saran..... | 63 |
| DAFTAR PUSTAKA | | 64 |
| LAMPIRAN | | 69 |