

## DAFTAR ISI

|  |     |
|--|-----|
| DAFTAR ISI.....                          | i   |
| DAFTAR TABEL.....                        | ii  |
| DAFTAR LAMPIRAN.....                     | iii |
| BAB I.....                               | 1   |
| 1.1 Latar Belakang Masalah.....          | 1   |
| 1.2 Rumusan Masalah.....                 | 3   |
| 1.3 Tujuan Penelitian .....              | 5   |
| 1.4 Manfaat Penelitian.....              | 5   |
| 1.5 Pembatasan Masalah.....              | 6   |
| 1.6 Sistematika Penulisan .....          | 7   |
| BAB II.....                              | 9   |
| 2.1 Kajian Teori.....                    | 9   |
| 2.2 Penelitian yang Relevan.....         | 26  |
| BAB III .....                            | 29  |
| 3.1 Desain Penelitian .....              | 29  |
| 3.1.1 Definisi operasional variabel..... | 29  |
| 3.1.1.1 Variabel Dependen.....           | 29  |
| 3.1.1.2 Variabel Independen .....        | 31  |
| 3.1.1.3 Variabel kontrol .....           | 33  |
| 3.2 Populasi dan Sampel .....            | 35  |
| 3.3 Teknik pengumpulan data .....        | 36  |
| 3.4 Teknik analisis data.....            | 36  |
| BAB IV .....                             | 42  |
| 4.1 Deskripsi Data Penelitian .....      | 42  |
| 4.2 Analisis Statistik Deskriptif.....   | 42  |
| 4.3 Hasil Uji Asumsi Klasik.....         | 46  |
| 4.3 Hasil Uji Hipotesis .....            | 50  |
| 4.4 Pembahasan Penelitian .....          | 55  |
| BAB V .....                              | 58  |
| 5.1 Kesimpulan .....                     | 58  |
| 5.2 Keterbatasan Penelitian.....         | 59  |
| 5.2 Saran .....                          | 60  |
| Lampiran.....                            | 63  |