

## DAFTAR ISI

|                                      |      |
|--------------------------------------|------|
| HALAMAN JUDUL .....                  | i    |
| HALAMAN PENGESAHAN.....              | ii   |
| PERNYATAAN KEASLIAN KARYA .....      | iii  |
| KATA PENGANTAR .....                 | iv   |
| DAFTAR ISI.....                      | v    |
| DAFTAR TABEL.....                    | vii  |
| DAFTAR GAMBAR.....                   | viii |
| INTISARI .....                       | ix   |
| ABSTRACT.....                        | x    |
| BAB 1 .....                          | 1    |
| PENDAHULUAN .....                    | 1    |
| 1.1. Latar Belakang .....            | 1    |
| 1.2. Pertanyaan Penelitian.....      | 2    |
| 1.3. Tujuan Penelitian .....         | 2    |
| 1.4. Manfaat Penelitian .....        | 2    |
| BAB II.....                          | 4    |
| KAJIAN LITERATUR DAN HIPOTESIS ..... | 4    |
| BAB III .....                        | 7    |
| METODE PENELITIAN.....               | 7    |
| 3.1. Data dan Sampel .....           | 7    |
| 3.2. Definisi Operasional .....      | 7    |
| 3.2.1. Variabel Dependen.....        | 7    |
| 3.2.2. Variabel Independen .....     | 7    |
| 3.2.3. Variabel Kontrol .....        | 9    |
| 3.3. Teknis Analisis Data .....      | 10   |
| BAB IV .....                         | 11   |
| HASIL DAN PEMBAHASAN.....            | 11   |



|                                     |  |    |
|-------------------------------------|--|----|
| 4.1.                                | Statistika Deskriptif .....            | 11 |
| 4.2.                                | Korelasi Antar Variabel Dependen ..... | 15 |
| 4.3.                                | Analisis Regresi .....                 | 17 |
| BAB V                               | .....                                  | 21 |
| KESIMPULAN, KETERBATASAN, DAN SARAN | .....                                  | 21 |
| DAFTAR PUSTAKA                      | .....                                  | 23 |