

DAFTAR ISI

| | Halaman |
|--|---------|
| DAFTAR TABEL | vii |
| DAFTAR GAMBAR | viii |
| I. PENDAHULUAN | |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 5 |
| 1.3 Tujuan Penelitian..... | 6 |
| 1.4 Manfaat Penelitian..... | 7 |
| II. TINJAUAN PUSTAKA | |
| 2.1 Konsep Pemasaran | 8 |
| 2.1.1 Pengertian pemasaran | 8 |
| 2.1.2 Persepsi Konsumen | 9 |
| 2.1.3 Perilaku Konsumen | 12 |
| 2.1.4 Pengertian <i>Retailing</i> | 13 |
| 2.1.5 Fungsi dan Karakteristik <i>Retailing</i> | 14 |
| 2.1.6 Jenis-Jenis Ritel..... | 15 |
| 2.2 Ritel Tradisional | 18 |
| 2.2.1 Ciri-ciri Pengelolaan Ritel Tradisional..... | 19 |
| 2.3 Ritel Modern | 22 |
| 2.3.1 Ciri-ciri Pengelolaan Ritel Modern | 22 |
| 2.4 Manajemen Toko..... | 24 |
| 2.4.1 Lokasi | 25 |
| 2.4.2 Harga | 27 |
| 2.4.3 Barang Dagang | 30 |
| 2.4.4 Atmosfer Toko..... | 32 |
| 2.4.5 <i>Customer Service</i> (Pelayanan Konsumen) | 34 |
| 2.5 Kerangka Pemikiran | 37 |
| 2.6 Hipotesis | 38 |
| III. METODE PENELITIAN | |
| 3.1 Jenis Penelitian | 39 |
| 3.2 Definisi Konseptual..... | 40 |
| 3.3 Definisi Operasional..... | 40 |
| 3.4 Populasi dan Sampel | 43 |

| | | |
|-------|--|----|
| 3.4.1 | Populasi | 43 |
| 3.4.2 | Sampel | 43 |
| 3.5 | Sumber Data | 45 |
| 3.6 | Metode Pengumpulan Data | 46 |
| 3.7 | Teknik Pengelolaan Data | 47 |
| 3.8 | Teknik Pengujian Instrumental | 48 |
| 3.8.1 | Uji Validitas..... | 48 |
| 3.8.2 | Uji Reliabilitas..... | 49 |
| 3.9 | Teknik Analisis Data | 51 |
| 3.91 | Statistik Deskriptif..... | 51 |
| 3.92 | <i>Independent Sample t test</i> | 51 |

IV. HASIL DAN PEMBAHASAN

| | | |
|-------|--|----|
| 4.1 | Gambaran Umum | 56 |
| 4.1.1 | Kondisi Umum Kecamatan Rajabasa..... | 56 |
| 4.1.2 | Topografi | 56 |
| 4.1.3 | Administrasi Pemerintahan | 57 |
| 4.1.4 | Kondisi Demografi | 58 |
| 4.2 | Karakteristik Responden | 64 |
| 4.2.1 | Jenis Kelamin | 64 |
| 4.2.2 | Usia | 65 |
| 4.2.3 | Profesi..... | 65 |
| 4.3 | Jawaban Responden Terhadap Kuesioner..... | 66 |
| 4.3.1 | Lokasi | 67 |
| 4.3.2 | Harga | 68 |
| 4.3.3 | Barang Dagang | 69 |
| 4.3.4 | Atmosfer Toko..... | 70 |
| 4.3.5 | <i>Customer Service</i> | 71 |
| 4.4 | Hasil Analisis Data..... | 72 |
| 4.4.1 | Uji Instrumen Validitas dan Reliabilitas | 74 |
| 4.4.2 | Uji kesamaan Varian (F test)..... | 76 |
| 4.4.3 | <i>Independent Sample t test</i> | 77 |
| 4.5 | Pembahasan | 81 |

V. SIMPULAN DAN SARAN

| | | |
|-----|---------------|----|
| 5.1 | Simpulan..... | 89 |
| 5.2 | Saran..... | 90 |

| | |
|----------------------|----|
| DAFTAR PUSTAKA | 92 |
|----------------------|----|

| | |
|----------------|----|
| LAMPIRAN | 94 |
|----------------|----|

| | |
|---|-----|
| 1. Kuesioner | 95 |
| 2. Karakteristik Responden | 100 |
| 3. Data kuesioner ritel tradisional | 103 |

| | |
|---|-----|
| 4. Data kuesioner ritel modern | 111 |
| 5. Hasil uji validitas ritel tradisional | 119 |
| 6. Hasil uji validitas ritel modern | 124 |
| 7. Hasil uji reliabilitas ritel tradisional | 129 |
| 8. Hasil uji reliabilitas ritel modern..... | 132 |
| 9. Hasil uji Independent Sample t test..... | 135 |
| 10. Tabel r | 140 |
| 11. Tabel t..... | 141 |