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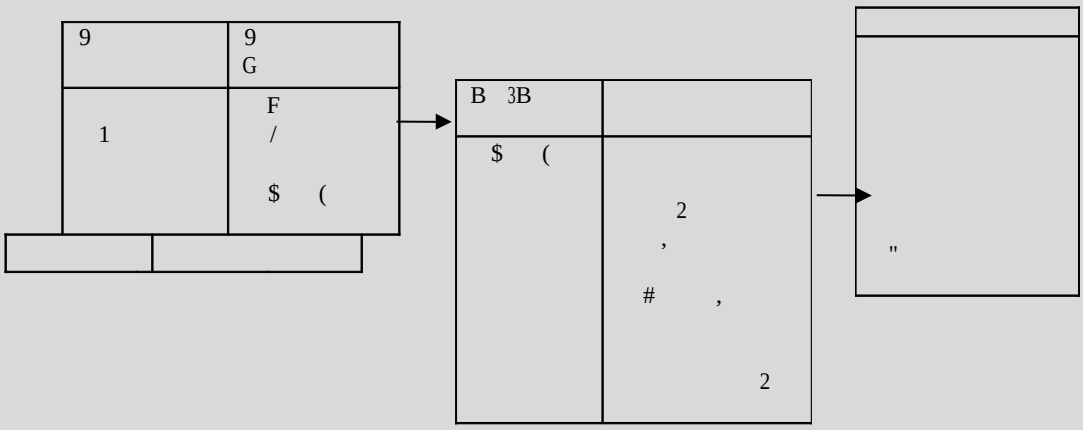

Gambar 1
Tingkah Laku Konsumen
Sumber : Philip Kotler, Manajemen Pemasaran (2005:200)

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1. Proses Keputusan Pembelian

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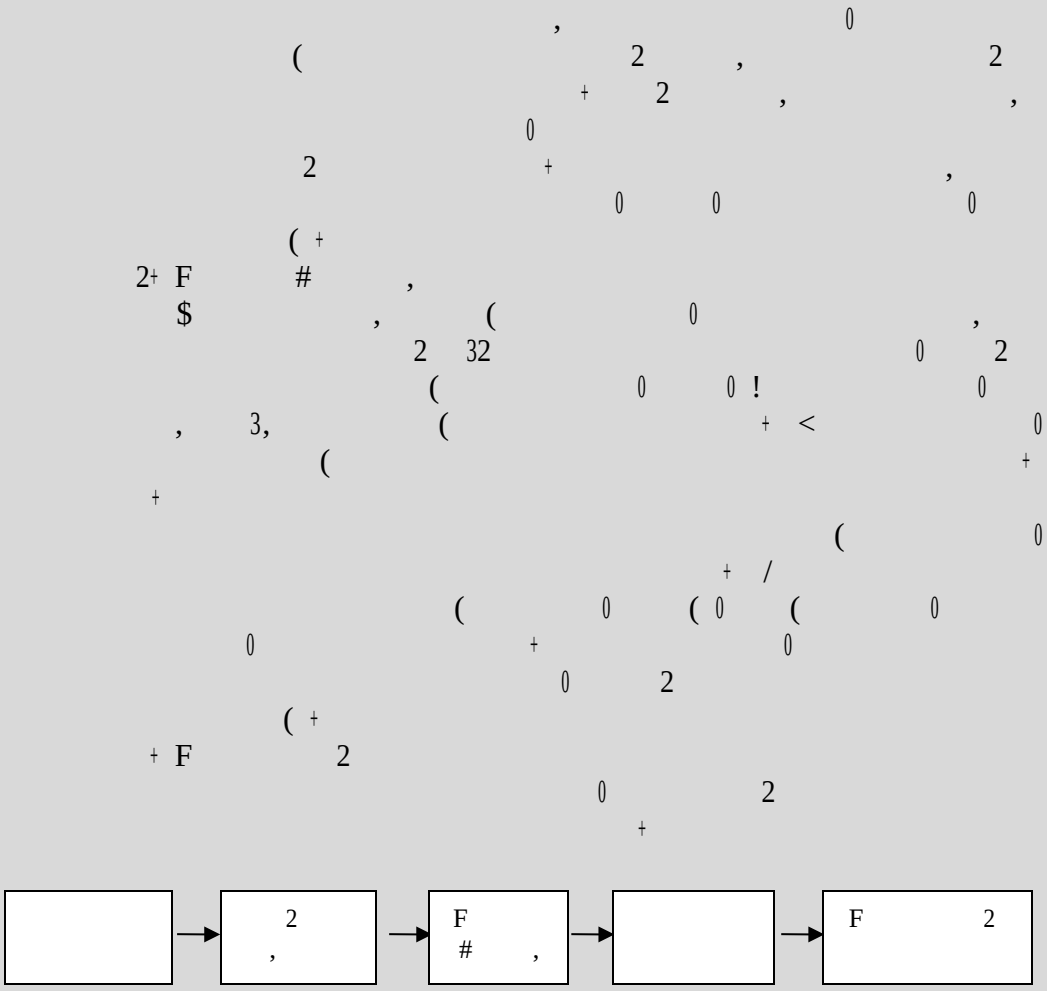

Gambar 2
Tahapan Proses Pengambilan Keputusan Pembelian

2. Peranan Konsumen dalam Keputusan Pembelian

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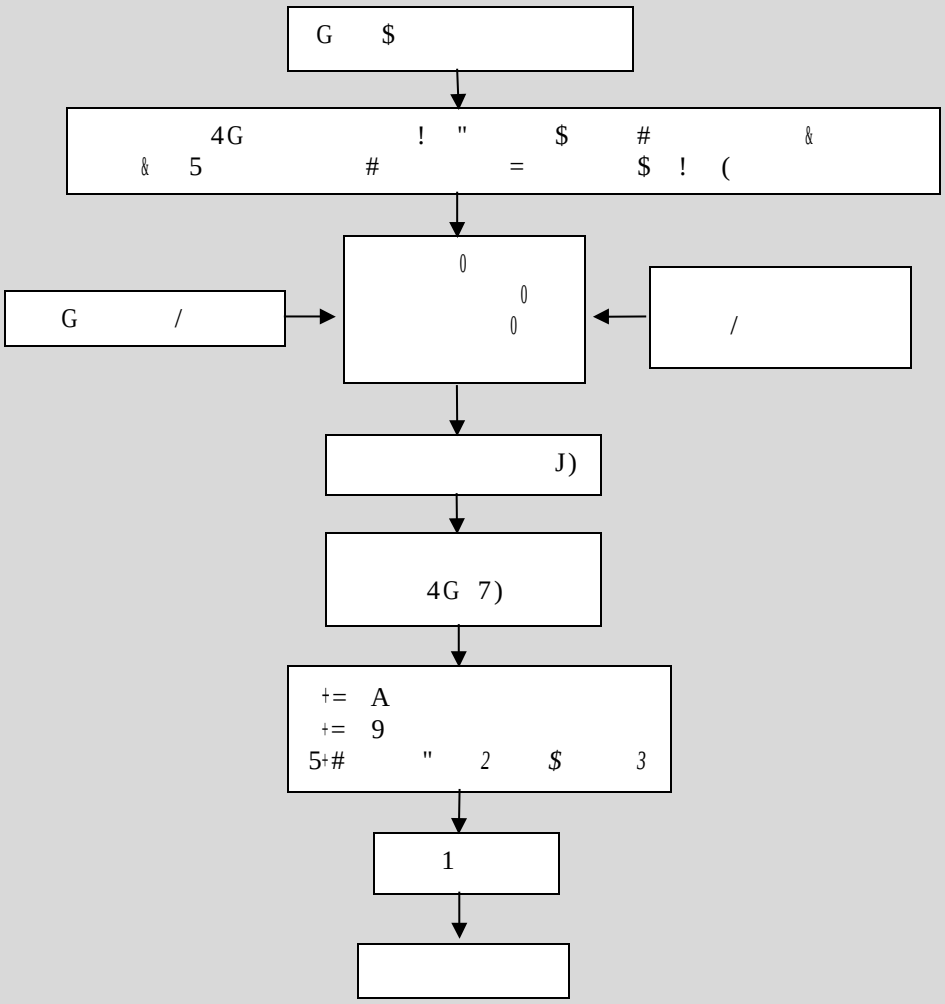

Gambar 3

Kerangka Pemikiran Penelitian

G. Model Konseptual dan Hipotesis

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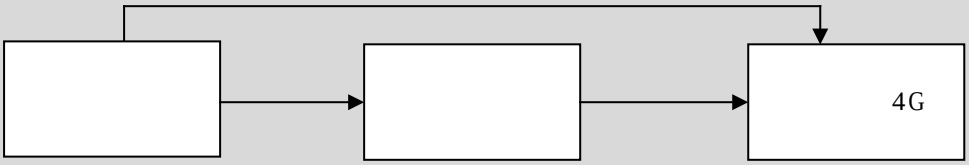

Gambar 4
Model Konseptua

2. Model Hipotesis

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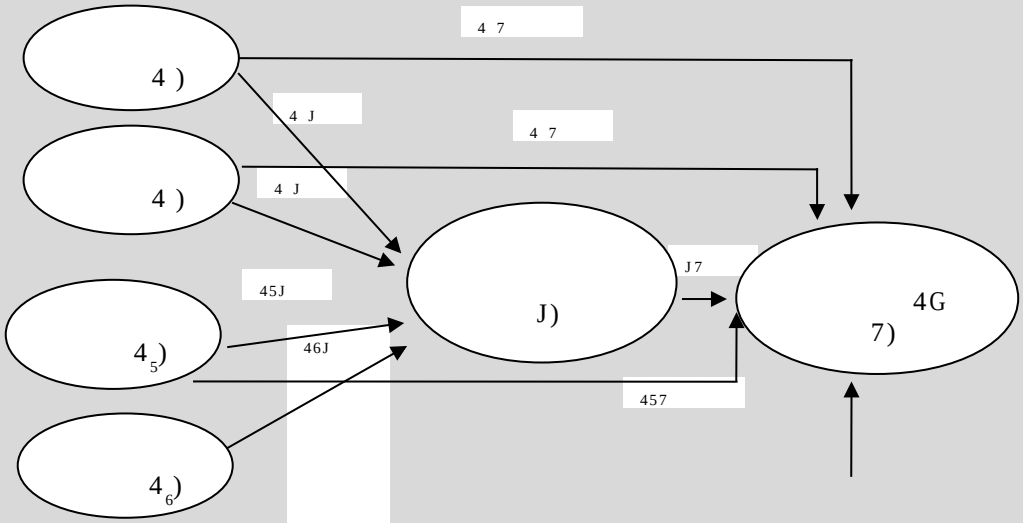
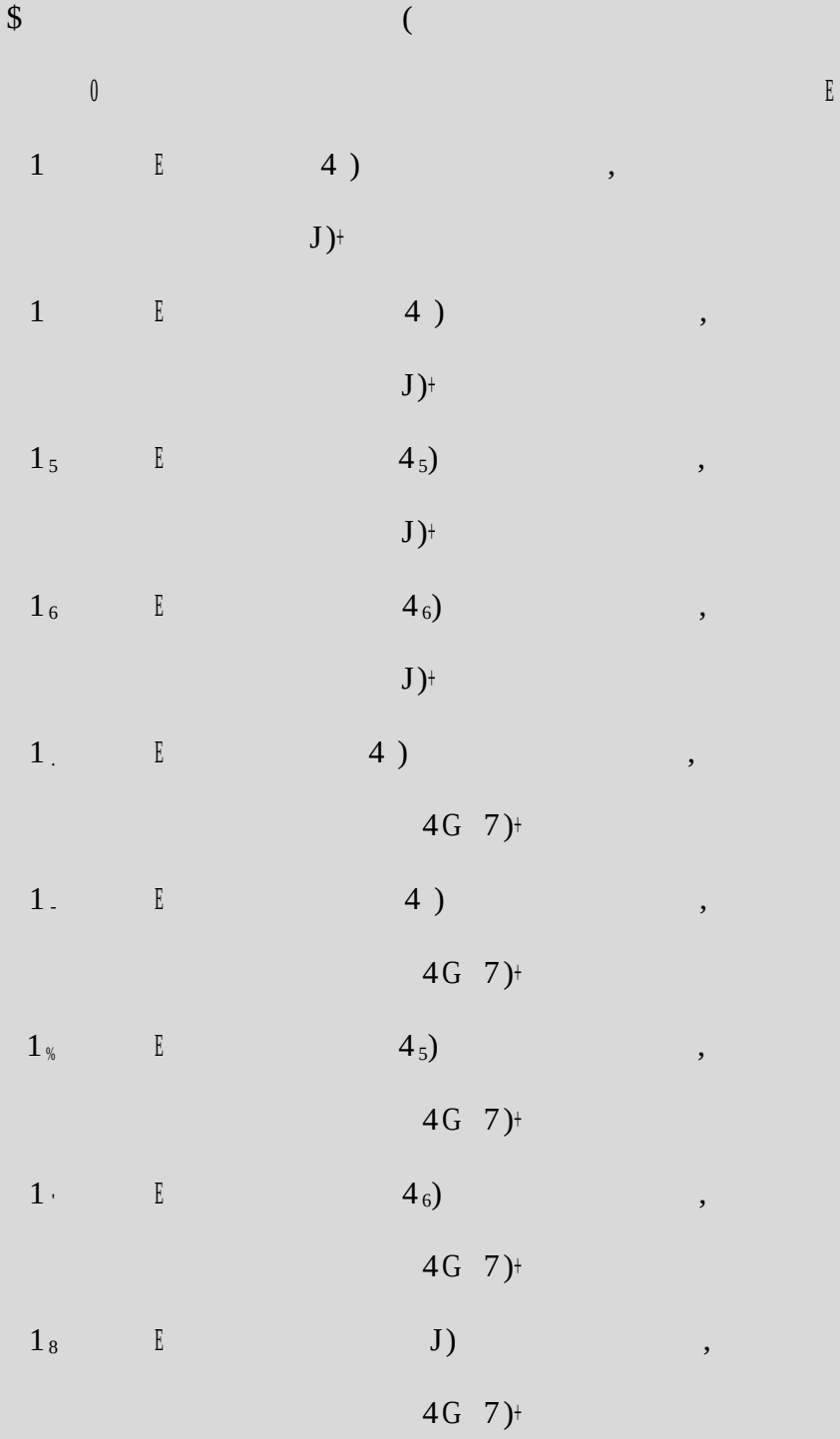
Gambar 5
Model Hipotesis