**DAFTAR ISI**

**PERNYATAAN KEASLIAN SKRIPSI.....................................i**

**ABSTRAK....................................................................................ii**

**PERMOHONAN USULAN UJIAN SKRIPSI.........................iii**

**PERSETUJUAN.........................................................................iv**

**PENGESAHAN...........................................................................v**

**PERSEMBAHAN.......................................................................vi**

**MOTTO......................................................................................vii**

**RIWAYAT HIDUP..................................................................viii**

**KATA PENGANTAR................................................................ix**

**DAFTAR ISI...............................................................................xi**

**DAFTAR TABEL.....................................................................xiv**

**DAFTAR GRAFIK....................................................................xv**

**DAFTAR GAMBAR ............................................................. ..xvi**

**BAB I PENDAHULUAN ..........................................................1**

1. Latar Belakang Masalah ........................................1
2. Identifikasi Masalah...............................................9
3. Batasan Masalah..................................................10
4. Perumusan Masalah.............................................10
5. Tujuan Penelitian.................................................11
6. Manfaat Penelitian...............................................12
7. Sistematika Pembahasan......................................13

**BAB II KAJIAN TEORITIK, KERANGKA BERPIKIR DAN PENGAJUAN HIPOTESIS ...........................................15**

1. Kajian Teoritik ....................................................15
2. Tinjauan Pustaka Terdahulu................................32
3. Kerangka Berpikir...............................................35
4. Pengajuan Hipotesis............................................39

**BAB III METODOLOGI PENELITIAN...............................40**

1. Tempat dan Waktu..............................................40
2. Metode Penelitian................................................42
3. Populasi dan Sampel............................................44
4. Variabel Penelitian...............................................46
5. Instrumen Penelitian............................................48
6. Teknik Pengumpulan Data..................................48
7. Teknik Analisis Data...........................................53
8. Hipotesis Statistik................................................56

**BAB IV HASIL PENELITIAN DAN PEMBAHASAN ........57**

1. Deskripsi Hasil Penelitian....................................57

xii

1. Uji Persyaratan Analisis......................................63
2. Uji Hipotesis .......................................................69
3. Pembahasan Hasil Penelitian...............................70

**BAB V PENUTUP.....................................................................74**

1. Simpulan..............................................................74
2. Saran-Saran..........................................................75

**DAFTAR PUSTAKA................................................................76**

**LAMPIRAN-LAMPIRAN.......................................................79**

xiii