DAFTAR GAMBAR

Gambar 2.1 Persepsi Harga ...................................................................................... 27
Gambar 2.2 Kerangka Pemikiran ........................................................................... 40
Gambar 2.3 Paradigma Penelitian ......................................................................... 41
Gambar 3.1 Daerah Penerimaan dan Penolakan Ho ............................................. 51
Gambar 4.1 Grafik Distribusi t ............................................................................. 78