DAFTAR ISI

HALAMAN JUDUL LUAR
HALAMAN JUDUL DALAM ................................................................. i
HALAMAN PENGESAHAN ............................................................... ii
HALAMAN PENGESAHAN TIM PENGUJI ....................................... iii
HALAMAN MOTTO DAN PERSEMAHAN ....................................... iv
PERNYATAAN .............................................................................. v
ABSTRAK ................................................................................ vi
KATA PENGANTAR ..................................................................... vii
DAFTAR ISI ................................................................................ ix
DAFTAR TABEL ........................................................................... xii
DAFTAR GAMBAR ...................................................................... xiv

BAB I PENDAHULUAN

A. Latar Belakang ................................................................. 1
B. Rumusan Masalah .......................................................... 6
C. Tujuan Penelitian ............................................................ 6
D. Manfaat Penelitian ........................................................... 6
E. Definisi Konsep .............................................................. 7
F. Sistematika Pembahasan ................................................... 9
BAB II KERANGKA TEORITIK

A. Penelitian Terdahulu .......................................................... 11
B. Kerangka Teori .................................................................. 13
   1. Pengertian Sistem .......................................................... 13
      a. Pengertian Sistem ....................................................... 13
      b. Ciri-Ciri Sistem .......................................................... 14
   2. Manajemen Ritel .............................................................. 14
      a. Pengertian Manajemen Ritel ........................................ 14
      b. Klasifikasi Ritel .......................................................... 15
         1) Klasifikasi deskriptif ............................................... 15
         2) Klasifikasi strategic ................................................ 16
         3) Klasifikasi tingkat pelayanan .................................... 16
   3. Penetapan Harga .............................................................. 21
      a. Peranan Harga ........................................................... 21
      b. Tujuan penetapan Harga ............................................. 22
      c. Metode Penetapan Harga .......................................... 23
      d. Penyesuaian Harga .................................................... 27
   4. Diskon .............................................................................. 28
      a. Pengertian Diskon ...................................................... 28
      b. Macam-macam Diskon ............................................... 28
   5. Perspektif Islam .............................................................. 35

BAB III METODE PENELITIAN

A. Pendekatan dan Jenis Penelitian............................................ 39
B. Obyek Penelitian ................................................................. 40
C. Jenis Data dan Sumber Data .............................................. 40
D. Tahap-Tahap Penelitian ....................................................... 43
E. Teknik Pengumpulan Data .................................................. 44
F. Teknik Analisa Data ............................................................ 48

BAB IV HASIL PENELITIAN

A. Gambaran Umum Objek Penelitian ................................. 52
   1. Profil Bombboogie ............................................................ 52
   2. Awal Mula nama Bomboogie ........................................... 54
   3. Letak geografis Showroom Bomboogie Tunjungan
      Plasa Surabaya .................................................................. 55
   4. Gambaran umum produk Showroom Bomboogie
      Tunjungan Plasa Surabaya .................................................. 55
   5. Istilah Diskon ..................................................................... 58
   6. Struktur kepengurusan Showroom Bomboogie
      Tunjungan Plasa Surabaya .................................................. 59
   7. Jumlah karyawan Showroom Bomboogie Tunjungan
      Plasa Surabaya ................................................................. 60
   8. Data Informan ................................................................. 64
   9. Profil Informan ............................................................... 67

10. Jumlah pengunjung Showroom Bomboogie
    Tunjungan Plasa Surabaya .................................................. 70
11. Omset dalam perhari biasa dan weekend Showroom Bombboogie Tunjungan Plasa Surabaya ................. 71

B. Penyajian Data ................................................................. 73

1. Sistem Penetapan Diskon Showroom Bombboogie Tunjungan Plasa Surabaya ................................. 73

2. Keefektifan Diskon Showroom Bombboogie Tunjungan Plasa Surabaya ........................................ 78

C. Analisis Data Tentang Sistem Penetapan Diskon Showroom Bombboogie Tunjungan Plasa Surabaya ........... 81

1. Analisa langkah-langkah Penetapan Harga........................................ 81

2. Sistem Diskon yang digunakan Showroom Bombboogie Tunjungan Plasa Surabaya............................... 83

3. Keefektifan diskon .................................................................. 84

BAB V PENUTUP ........................................................................... 85

A. Kesimpulan ........................................................................ 85

B. Saran dan Rekomendasi ......................................................... 86

C. Keterbatasan peneliti ............................................................... 86

DAFTAR PUSTAKA ...................................................................... 85

LAMPIRAN
DAFTAR TABEL

Tabel 4.1 : Daftar harga pakaian Showrom Bombboogie TP Surabaya ....... 57
Tabel 4.2 : Daftar harga celana Showrom Bombboogie TP Surabaya ....... 57
Tabel 4.3 : Tenaga Pendukung........................................................................ 61
Tabel 4.4 : Data Informan.............................................................................. 64
Tabel 4.5 : Omset Showroom Bombboogie TP Surabaya ......................... 72
DAFTAR GAMBAR

Gambar 4.1 : Struktur Organisasi Shoeroom Bombboogie TP Surabaya ...... 60