

DAFTAR ISI

NOTA DINAS	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
REKOMENDASI PEMBIMBING	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
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ABSTRAK	Error! Bookmark not defined.
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PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang Masalah	Error! Bookmark not defined.
B. Rumusan Masalah	Error! Bookmark not defined.
C. Tujuan Penelitian	Error! Bookmark not defined.
D. Manfaat Penelitian	Error! Bookmark not defined.
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E. Sistematika Penulisan.....	Error! Bookmark not defined.
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TELAAH PUSTAKA DAN LANDASAN TEORI Error! Bookmark not defined.

- A. Telaah Pustaka **Error! Bookmark not defined.**
- B. Pengertian BMT **Error! Bookmark not defined.**
- C. Etika Pemasaran Islami **Error! Bookmark not defined.**
 - 1. Pengertian Etika Pemasaran Islami **Error! Bookmark not defined.**
 - 2. Sumber-Sumber Hukum Etika Pemasaran..... **Error! Bookmark not defined.**
 - 3. Prinsip Etika Pemasaran Islami **Error! Bookmark not defined.**
- D. Karakteristik Pemasaran Islami **Error! Bookmark not defined.**
 - 1. Ketuhanan (*Rabbaniyah*) **Error! Bookmark not defined.**
 - 2. Etika (Akhlaqiyah)..... **Error! Bookmark not defined.**
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 - 4. Humanistis (Al-Insaniyyah) **Error! Bookmark not defined.**
- E. Faktor - faktor yang mempengaruhi Minat Menjadi Anggota BMT .. **Error! Bookmark not defined.**
 - 1. Lokasi..... **Error! Bookmark not defined.**
 - 2. Kualitas Pelayanan..... **Error! Bookmark not defined.**
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BAB III..... Error! Bookmark not defined.

METODE PENELITIAN Error! Bookmark not defined.

- A. Desain penelitian **Error! Bookmark not defined.**
- B. Lokasi Penelitian **Error! Bookmark not defined.**
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- D. Populasi dan Sampel **Error! Bookmark not defined.**
- E. Sumber Data **Error! Bookmark not defined.**

F. Teknik Pengumpulan Data	Error! Bookmark not defined.
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A. Gambaran Umum Profil Bmt Mitra Usaha Ummat ..	Error! Bookmark not defined.
1. Sejarah BMT Mitra Usaha Ummat.....	Error! Bookmark not defined.
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2.	Koefisien regresi $b_1 = -0,020$	Error! Bookmark not defined.
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