

DAFTAR ISI

HALAMAN COVER	i
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN PROPOSAL.....	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
KATAPENGANTAR.....	vi
ABSTRAK.....	vii
DAFTAR ISI.....	1
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1 Konsep Jasa	Error! Bookmark not defined.
2.1.1 Klasifikasi Jasa.....	Error! Bookmark not defined.
2.1.2 Karakteristik Jasa	Error! Bookmark not defined.
2.2 Kualitas.....	Error! Bookmark not defined.
2.2.1 Definisi Kualitas	Error! Bookmark not defined.
2.2.2 Definisi Kualitas Jasa.....	Error! Bookmark not defined.
2.2.3 Dimensi Kualitas Jasa	Error! Bookmark not defined.
2.3 Kepuasan Konsumen.....	Error! Bookmark not defined.

2.3.1	Pengertian Kepuasan.....	Error! Bookmark not defined.
2.3.2	Pengertian Konsumen	Error! Bookmark not defined.
2.3.3	Pengertian Kepuasan Konsumen	Error! Bookmark not defined.
2.4	Gap Pada Kualitas Pelayanan.....	Error! Bookmark not defined.
2.5	Pengukuran <i>Service Quality</i>	Error! Bookmark not defined.
2.6	<i>Importance Performance Analysis</i> (IPA)	Error! Bookmark not defined.
2.7	Penelitian Terkait	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Objek Penelitian	Error! Bookmark not defined.
3.2	Prosedur Penelitian.....	Error! Bookmark not defined.
3.3	Metode Penelitian.....	Error! Bookmark not defined.
3.4	Data yang Diperlukan.....	Error! Bookmark not defined.
3.5	Populasi Dan <i>Sample</i>	Error! Bookmark not defined.
3.6	Teknik Pengolahan Data	Error! Bookmark not defined.
BAB IV PENGOLAHAN DATA		Error! Bookmark not defined.
4.1	Pengumpulan dan Pengolahan Data	Error! Bookmark not defined.
4.2	Pengujian Kuisioner	Error! Bookmark not defined.
4.3	Pengukuran <i>Servqual</i>	Error! Bookmark not defined.
4.4	Nilai Tingkat Kepentingan	Error! Bookmark not defined.
4.5	Nilai Kinerja Perusahaan.....	Error! Bookmark not defined.
4.6	Skor <i>Servqual</i>	Error! Bookmark not defined.
4.7	Diagram Kartesius	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN		Error! Bookmark not defined.
5.1	Kesimpulan.....	Error! Bookmark not defined.
5.2	Saran	Error! Bookmark not defined.

DAFTAR PUSTAKA.....Error! Bookmark not defined.

LAMPIRAN

