

DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	ix
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
DAFTAR RUMUS	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.
1.5. Batasan Masalah	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1. Kepuasan Pelanggan	Error! Bookmark not defined.
2.2.1 Pengertian Kepuasan	Error! Bookmark not defined.
2.2.2 Definisi Kepuasan Pelanggan	Error! Bookmark not defined.
2.2.3 Dimensi Kepuasan Pelanggan	Error! Bookmark not defined.
2.2.4 Pengukuran Kepuasan pelanggan	Error! Bookmark not defined.
2.3 Loyalitas Pelanggan	Error! Bookmark not defined.
2.3.1 Karakteristik Loyalitas Pelanggan ...	Error! Bookmark not defined.
2.3.2 Dimensi Loyalitas Pelanggan	Error! Bookmark not defined.
2.4 Pengertian Sistem	Error! Bookmark not defined.
2.4.1 Klasifikasi Sistem	Error! Bookmark not defined.
2.4.2 Karakteristik Sistem	Error! Bookmark not defined.
2.5 <i>System Dynamics</i>	Error! Bookmark not defined.

2.5.1	Tahapan Pengembangan Model Dinamika Sistem	Error! Bookmark not defined.
2.5.2	Simulasi <i>System Dynamics</i>	Error! Bookmark not defined.
2.5.3	Validasi Perilaku Model	Error! Bookmark not defined.
2.6	Penelitian Terkait	Error! Bookmark not defined.
2.7	Kerangka Penelitian	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Objek Penelitian	Error! Bookmark not defined.
3.2	Variabel Penelitian	Error! Bookmark not defined.
3.3	Data dan Informasi	Error! Bookmark not defined.
3.4	Teknik Pengumpulan Data	Error! Bookmark not defined.
3.5	Populasi dan Sampel	Error! Bookmark not defined.
3.6	Instrumen Penelitian	Error! Bookmark not defined.
3.7	Analisis Data	Error! Bookmark not defined.
3.7.1	Uji Instrumen	Error! Bookmark not defined.
3.7.2	Simulasi Model Dasar	Error! Bookmark not defined.
3.8	Prosedur Penelitian	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN		Error! Bookmark not defined.
4.1	Pengumpulan Data	Error! Bookmark not defined.
4.1.1	Profil Perusahaan	Error! Bookmark not defined.
4.1.2	Visi dan Misi Perusahaan dan Waktu Operasional	Error! Bookmark not defined.
4.1.3	Segmentasi Pasar	Error! Bookmark not defined.
4.1.4	Struktur Organisasi	Error! Bookmark not defined.
4.2	Hasil Analisis	Error! Bookmark not defined.
4.2.1	Hasil Demografis Data Responden	Error! Bookmark not defined.
4.3	Teknik Analisis Data <i>Software SmartPLS</i>	Error! Bookmark not defined.
4.3.1	Evaluasi Model Pengukuran (<i>Outer Model</i>)	Error! Bookmark not defined.
4.3.2	Model Struktural (<i>Inner Model</i>)	Error! Bookmark not defined.
4.4	Analisis Model <i>System Dynamics</i> (Model <i>System Dynamics</i>)	Error! Bookmark not defined.
4.4.1	Pendefinisian Masalah (<i>Problem Articulation</i>)	Error! Bookmark not defined.

4.4.2	Formulasi Masalah (<i>Formulation</i>) ...	Error! Bookmark not defined.
4.4.3	Pengujian verifikasi dan validasi model (<i>Testing</i>)	Error! Bookmark not defined.
4.4.4	Skenario Model	Error! Bookmark not defined.
4.4.5	Tahap evaluasi atau Hasil Akhir	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		81
LAMPIRAN		
RIWAYAT PENULIS		

