

DAFTAR ISI

LEMBAR PERSETUJUAN.....	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI.....	vii
DAFTAR TABEL	ix
DAFTAR GAMBAR	x
DAFTAR LAMPIRAN	xi
BAB I 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.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
A. Loyalitas Pelanggan	Error! Bookmark not defined.
1. Definisi Loyalitas Pelanggan.....	Error! Bookmark not defined.
2. Aspek-aspek Loyalitas Pelanggan	Error! Bookmark not defined.
3. Faktor-faktor yang Memengaruhi Loyalitas Pelanggan	Error! Bookmark not defined.
B. Keterikatan Emosional	Error! Bookmark not defined.
1. Definisi Keterikatan Emosional	Error! Bookmark not defined.
2. Aspek-Aspek Keterikatan Emosional.....	Error! Bookmark not defined.
C. Kerangka Berpikir	Error! Bookmark not defined.
D. Hipotesis.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
A. Metode dan Desain Penelitian.....	Error! Bookmark not defined.
B. Definisi Operasional.....	Error! Bookmark not defined.
1. Loyalitas Pelanggan.....	Error! Bookmark not defined.
2. Keterikatan Emosional	Error! Bookmark not defined.

C.	Populasi, Sampel, dan Teknik <i>Sampling</i>	Error! Bookmark not defined.
1.	Populasi	Error! Bookmark not defined.
2.	Sampel	Error! Bookmark not defined.
3.	Teknik <i>Sampling</i>	Error! Bookmark not defined.
D.	Metode Pengumpulan Data	Error! Bookmark not defined.
1.	<i>Blue Print</i> Skala Loyalitas Pelanggan	Error! Bookmark not defined.
2.	<i>Blue Print</i> Skala Keterikatan Emosional	Error! Bookmark not defined.
E.	Uji Analisis Instrumen	Error! Bookmark not defined.
1.	Uji Validitas.....	Error! Bookmark not defined.
2.	Uji Analisis Aitem.....	Error! Bookmark not defined.
3.	Uji Reliabilitas.....	Error! Bookmark not defined.
F.	Metode Analisis Data.....	Error! Bookmark not defined.
1.	Uji Asumsi Prasyarat.....	Error! Bookmark not defined.
2.	Uji Hipotesis (Uji Regresi Linier Sederhana)	Error! Bookmark not defined.
3.	Uji Koefisien Determinasi.....	Error! Bookmark not defined.
4.	Uji Kategorisasi Skor	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		Error! Bookmark not defined.
A.	Prosedur dan Pelaksanaan Penelitian	Error! Bookmark not defined.
1.	Orientasi Kancan Penelitian	Error! Bookmark not defined.
2.	Populasi dan Sampel.....	Error! Bookmark not defined.
3.	Persiapan Penelitian.....	Error! Bookmark not defined.
B.	Hasil Analisis Data.....	Error! Bookmark not defined.
1.	Uji Asumsi Prasyarat.....	Error! Bookmark not defined.
2.	Uji Hipotesis (Uji Regresi Linier Sederhana)	Error! Bookmark not defined.
3.	Uji Koefisien Determinasi.....	Error! Bookmark not defined.
4.	Uji Kategorisasi	Error! Bookmark not defined.
C.	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN.....		Error! Bookmark not defined.
A.	Kesimpulan	Error! Bookmark not defined.
B.	Saran.....	Error! Bookmark not defined.
LAMPIRAN A		Error! Bookmark not defined.
LAMPIRAN B		Error! Bookmark not defined.

LAMPIRAN C**Error! Bookmark not defined.**



DAFTAR TABEL

Tabel 3. 1 Bobot Nilai Skala Likert	Error! Bookmark not defined.
Tabel 3. 2 <i>Blue Print</i> Skala Loyalitas Pelanggan...	Error! Bookmark not defined.
Tabel 3. 3 <i>Blue Print</i> Skala Keterikatan Emosional	Error! Bookmark not defined.
Tabel 3. 4 Klasifikasi Koefisien Reliabilitas Guilford	Error! Bookmark not defined.
Tabel 3. 5 Kategorisasi dua Jenjang	Error! Bookmark not defined.
Tabel 4. 1 <i>Blue Print</i> Skala Keterikatan Emosional Setelah Try Out	Error! Bookmark not defined.
Tabel 4. 2 <i>Blue Print</i> Skala Loyalitas Pelanggan Setelah Try Out	Error! Bookmark not defined.
Tabel 4. 3 Reliabilitas Skala Keterikatan Emosional	Error! Bookmark not defined.
Tabel 4. 4 Reliabilitas Skala Loyalitas Pelanggan	Error! Bookmark not defined.
Tabel 4. 5 Uji Normalitas	Error! Bookmark not defined.
Tabel 4. 6 Uji Linearitas	Error! Bookmark not defined.
Tabel 4. 7 Uji Regresi Linier Sederhana	Error! Bookmark not defined.
Tabel 4. 8 Uji Koefisien Determinasi Keterikatan Emosional dan Loyalitas Pelanggan	Error! Bookmark not defined.
Tabel 4. 9 Uji Kategorisasi Keterikatan Emosional	Error! Bookmark not defined.
Tabel 4. 10 Uji Kategorisasi Loyalitas Pelanggan	Error! Bookmark not defined.

KARAWANG

DAFTAR GAMBAR

Gambar 2. 1 Kerangka Berpikir	Error! Bookmark not defined.
Gambar 3. 1 Rumus Lemeshow	Error! Bookmark not defined.
Gambar 3. 3 Rumus Regresi Linier Sederhana.....	Error! Bookmark not defined.
Gambar 3. 4 Rumus Koefisien Determinasi	Error! Bookmark not defined.
Gambar 4. 1 Jenis Kelamin Responden	Error! Bookmark not defined.



DAFTAR LAMPIRAN

Lampiran A- 1 Tabulasi Data <i>Try Out</i> Skala Keterikatan Emosional	Error! Bookmark not defined.
Lampiran A- 2 Tabulasi Data <i>Try Out</i> Skala Loyalitas Pelanggan.....	Error! Bookmark not defined.
Lampiran A- 3 Validitas Skala Keterikatan Emosional	Error! Bookmark not defined.
Lampiran A- 4 Reliabilitas Skala Keterikatan Emosional ...	Error! Bookmark not defined.
Lampiran A- 5 Validitas Skala Loyalitas Pelanggan	Error! Bookmark not defined.
Lampiran A- 6 Reliabilitas Skala Loyalitas Pelanggan	Error! Bookmark not defined.
Lampiran B- 1 Tabulasi Data Penelitian Skala Keterikatan Emosional	Error! Bookmark not defined.
Lampiran B- 2 Tabulasi Data Penelitian Skala Loyalitas Pelanggan	Error! Bookmark not defined.
Lampiran B- 3 Hasil Uji Normalitas.....	Error! Bookmark not defined.
Lampiran B- 4 Hasil Uji Linieritas	Error! Bookmark not defined.
Lampiran B- 5 Hasil Uji Hipotesis (Regresi Linier Sederhana) .	Error! Bookmark not defined.
Lampiran B- 6 Hasil Uji Koefisien Determinasi.....	Error! Bookmark not defined.
Lampiran B- 7 Hasil Uji Kategorisasi Skala Keterikatan Emosional	Error! Bookmark not defined.
Lampiran B- 8 Uji Kategorisasi Skala Loyalitas Pelanggan	Error! Bookmark not defined.
Lampiran C- 1 <i>Blue Print</i> Skala Keterikatan Emosional	Error! Bookmark not defined.
Lampiran C- 2 <i>Blue Print</i> Skala Loyalitas Pelanggan	Error! Bookmark not defined.
Lampiran C- 3 Skala Penelitian	Error! Bookmark not defined.
Lampiran C- 4 Lembar Bimbingan (Dosen Pembimbing I)	Error! Bookmark not defined.
Lampiran C- 5 Lembar Bimbingan (Dosen Pembimbing II)	Error! Bookmark not defined.
Lampiran C- 6 Surat Keterangan Lulus Pengecekan Turnitin	Error! Bookmark not defined.
Lampiran C- 7 Daftar Riwayat Hidup.....	Error! Bookmark not defined.