

DAFTAR ISI

TUGAS AKHIR	Error! Bookmark not defined.
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	xii
DAFTAR GAMBAR	xiii
DAFTAR LAMPIRAN	xiv
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.
1.6 Asumsi Penelitian.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 Pengertian Pelayanan.....	Error! Bookmark not defined.
2.1.1 Atribut Pelayanan	Error! Bookmark not defined.
2.2 Pengertian Kepuasan Pelanggan	Error! Bookmark not defined.
2.2.1 Kepuasan Pelanggan.....	Error! Bookmark not defined.
2.3 Pengertian Kualitas Pelayanan.....	Error! Bookmark not defined.
2.3.1 Pendekatan Untuk Penyempurnaan Kualitas Pelayanan.....	Error! Bookmark not defined.
2.4 Metode <i>Service Quality</i> (SERVQUAL)	Error! Bookmark not defined.
2.4.1 Konsep <i>Service Quality</i>	Error! Bookmark not defined.
2.4.2 Pengolahan Data Servqual.....	Error! Bookmark not defined.

2.5 <i>Customer Satisfaction Index (CSI)</i>	Error! Bookmark not defined.
2.7 Jenis Produk Aspal	Error! Bookmark not defined.
2.8 Penggunaan Aspal	Error! Bookmark not defined.
2.9 Penelitian Terkait.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
3.1 Objek Penelitian.....	Error! Bookmark not defined.
3.1.1 Data dan Informasi	Error! Bookmark not defined.
3.1.2 Populasi dan Sampel.....	Error! Bookmark not defined.
3.1.3 Teknik Pengumpulan Data	Error! Bookmark not defined.
3.2 Teknik Analisa Data	Error! Bookmark not defined.
3.2.1 Kerangka Pemikiran	Error! Bookmark not defined.
3.3 Prosedur Penelitian	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Profil Perusahaan	Error! Bookmark not defined.
4.1.1 Nama logo Perusahaan	Error! Bookmark not defined.
4.1.2 Struktur Organisasi Perusahaan.....	Error! Bookmark not defined.
4.1.3 Visi dan Misi Perusahaan	Error! Bookmark not defined.
4.2 Segmentasi Pasar	Error! Bookmark not defined.
4.2. Pengujian Statistik	Error! Bookmark not defined.
4.2.1 Uji Kecukupan Data	Error! Bookmark not defined.
4.2.2 Uji Validitas Data.....	Error! Bookmark not defined.
4.2.3 Uji Reliabilitas.....	Error! Bookmark not defined.
4.3 Pengolahan Data Metode <i>Service Quality</i> ...	Error! Bookmark not defined.
4.3.1 Nilai Rata-Rata Data Penilaian.....	Error! Bookmark not defined.
4.3.2 Perhitungan <i>Gap Score SERVQUAL</i>	Error! Bookmark not defined.
4.3.3 Keseluruhan <i>Score Gap & Ranking gap SERVQUAL</i>	Error! Bookmark not defined.
4.3.4 Perhitungan Kualitas Pelayanan	Error! Bookmark not defined.
4.4 Pengolahan <i>Customer Satisfaction Index (CSI)</i>	Error! Bookmark not defined.
4.5 Diagram Kartesius.....	Error! Bookmark not defined.
4.6 Analisis Pengujian Statistik, Metode <i>Servqual</i> dan Metode <i>CSI</i>	Error! Bookmark not defined.

4.6.1 Analisis Pengujian Statistik Instrumen Penelitian **Error! Bookmark not defined.**

4.6.2 Analisis Metode *Service Quality* **Error! Bookmark not defined.**

4.6.3 Analisis Metode *Customer Satisfaction Index* **Error! Bookmark not defined.**

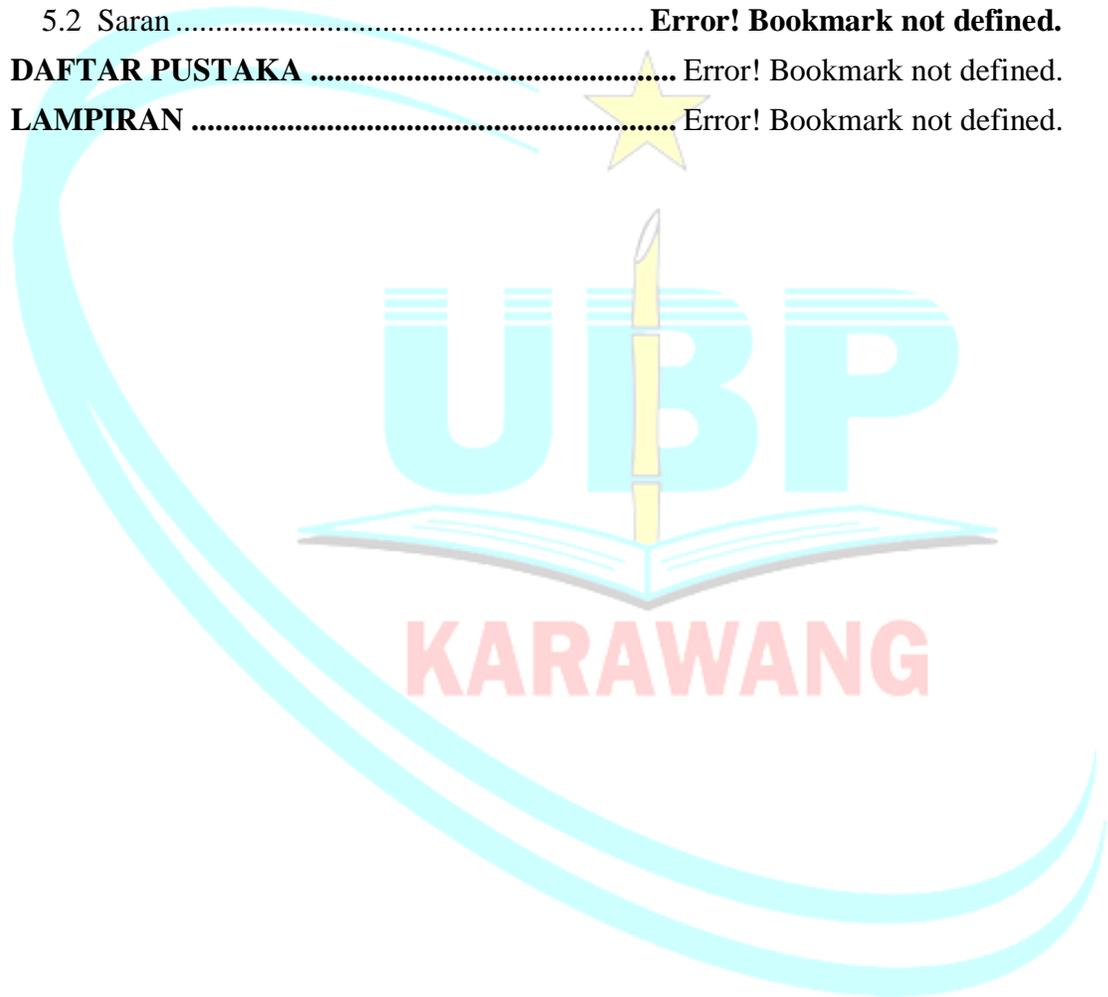
BAB V KESIMPULAN DAN SARAN..... Error! Bookmark not defined.

5.1. Kesimpulan **Error! Bookmark not defined.**

5.2 Saran **Error! Bookmark not defined.**

DAFTAR PUSTAKA Error! Bookmark not defined.

LAMPIRAN Error! Bookmark not defined.



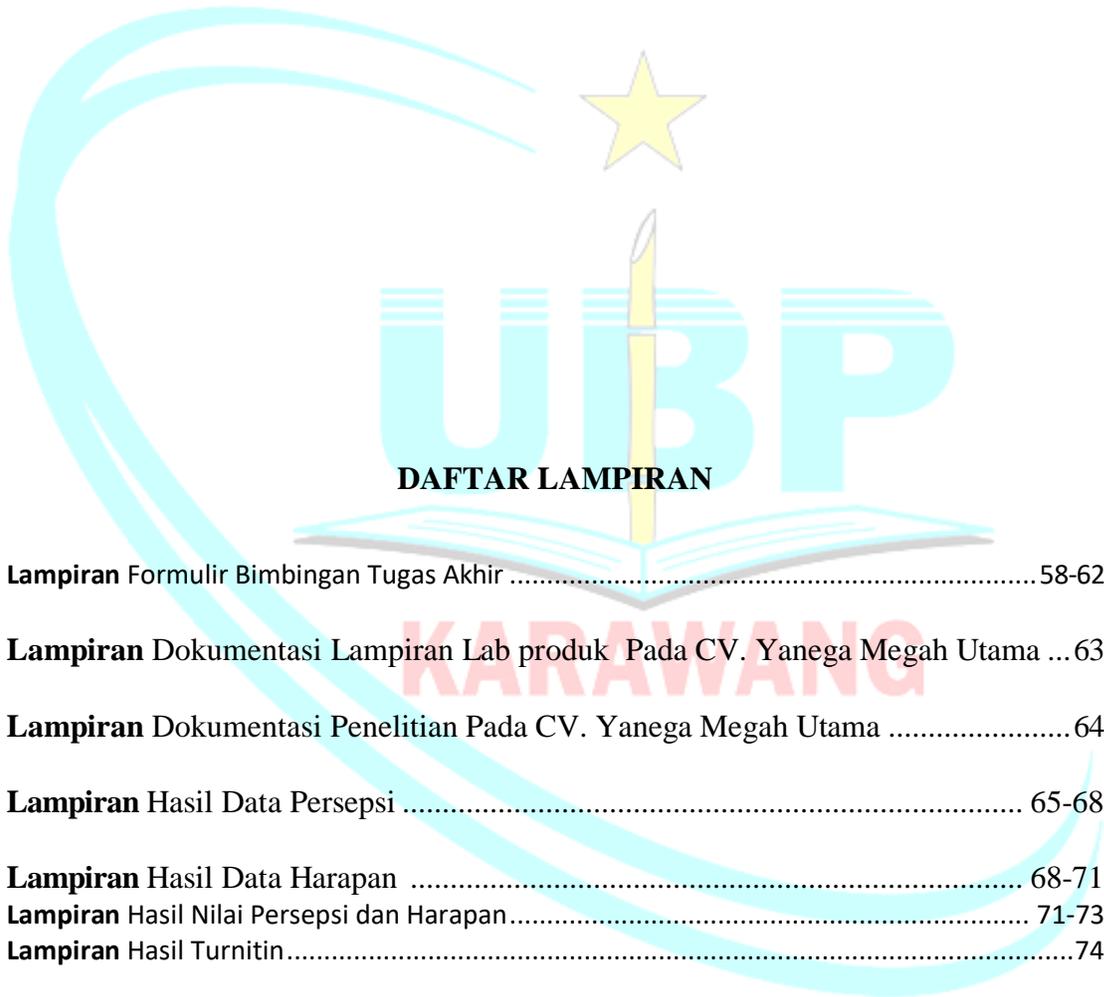
DAFTAR TABEL

Tabel 2. 1 Customer Satisfaction Index (CSI).....	Error! Bookmark not defined.
Tabel 2. 2 Kriteria Tingkat Kepuasan.....	Error! Bookmark not defined.
Tabel 2. 3 Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 3. 1 Atribut Pertanyaan Berdasarkan Dimensi Metode SERVQUAL .	Error! Bookmark not defined.
Tabel 3.2 Lanjutan Atribut Pertanyaan Berdasarkan Dimensi Metode SERVQUAL	Error! Bookmark not defined.
Tabel 3. 3 Skala liker tingkat Performance/persepsi customer CV. Yanega Megah Utama.....	Error! Bookmark not defined.
Tabel 3. 4 Skala liker tingkat Importance/Harapan customer CV. Yanega Megah Utama.....	Error! Bookmark not defined.
Tabel 4. 1 Profil Perusahaan	Error! Bookmark not defined.
Tabel 4. 2 Aktivitas Pemasaran CV. Yanega Megah Utama	Error! Bookmark not defined.
Tabel 4. 3 Uji Validitas Data Persepsi Pelanggan dan Harapan Pelanggan .	Error! Bookmark not defined.
Tabel 4. 4 Uji Reliabilitas Data Persepsi Pelanggan dan Harapan Pelanggan	Error! Bookmark not defined.
Tabel 4. 5 Rata-Rata Skoring Dimensi Persepsi Performance dan Dimensi Importance	Error! Bookmark not defined.
Tabel 4. 6 Penilaian Gap Score Dimensi Tangible	Error! Bookmark not defined.
Tabel 4. 7 Penilaian Gap Score Dimensi Reliability	Error! Bookmark not defined.
Tabel 4. 8 Penilaian Gap Score Dimensi Responsiveness	Error! Bookmark not defined.
Tabel 4. 9 Penilaian Gap Score Dimensi Assurance	Error! Bookmark not defined.
Tabel 4. 10 Penilaian Gap Score Dimensi Empathy	Error! Bookmark not defined.
Tabel 4. 11 Rekapitulasi Keseluruhan Dimensi Gap Score & Ranking Gap.	Error! Bookmark not defined.
Tabel 4. 12 Lanjutan Rekapitulasi Keseluruhan Dimensi Gap Score & Ranking Gap	Error! Bookmark not defined.
Tabel 4. 14 Rata-rata Rekapitulasi tiap dimensi ...	Error! Bookmark not defined.

Tabel 4. 15	Rekapitulasi Kualitas Pelayanan (Q)	Error! Bookmark not defined.
Tabel 4. 16	Hasil Perhitungan Customer Satisfaction Index (CSI)	Error! Bookmark not defined.
Tabel 4. 17	Lanjutan Hasil Perhitungan Customer Satisfaction Index (CSI)	Error! Bookmark not defined.
Tabel 4. 18	Kriteria CSI	Error! Bookmark not defined.
Tabel 4. 19	Atribut-Atribut Kualitas Pelayanan di Kuadran 1 (Prioritas Utama)	Error! Bookmark not defined.3
Tabel 4. 20	Lanjutan Atribut-Atribut Kualitas Pelayanan di Kuadran 1 (Prioritas Utama)	Error! Bookmark not defined.4
Tabel 4. 21	Atribut-Atribut Kualitas Pelayanan di Kuadran 2 Keep Up The Good Work/ Pertahanan Prestasi	Error! Bookmark not defined.5
Tabel 4. 22	Atribut-Atribut Kualitas Pelayanan di Kuadran 3 (Prioritas Rendah)	Error! Bookmark not defined.6
Tabel 4. 23	Atribut-Atribut Kualitas Pelayanan di Kuadran 4 (Berlebihan)	Error! Bookmark not defined.7
Tabel 4. 24	Hasil Keseluruhan Uji Validasi Data	Error! Bookmark not defined.8
Tabel 4. 25	Hasil Keseluruhan Uji Reliabilitas Data	Error! Bookmark not defined.9

DAFTAR GAMBAR

Gambar 2. 1	Konsep Kepuasan Pelanggan	Error! Bookmark not defined.
Gambar 2. 2	Tingkatan Kepuasan Pelanggan	Error! Bookmark not defined.
Gambar 2. 3	Diagram Kesenjangan Yang Diharapkan Konsumen	Error! Bookmark not defined.
Gambar 2. 4	Jenis Produk Aspal	Error! Bookmark not defined.
Gambar 2. 5	Jenis Polimer	Error! Bookmark not defined.
Gambar 3. 1	Kerangka Pemikiran	Error! Bookmark not defined.
Gambar 3. 2	<i>Flowchart</i> Penelitian	Error! Bookmark not defined.
Gambar 4. 1	Logo Perusahaan	Error! Bookmark not defined.
Gambar 4.2	Struktur Organisasi	Error! Bookmark not defined.
Gambar 4.3	Diagram Kartesius	Error! Bookmark not defined.



DAFTAR LAMPIRAN

Lampiran Formulir Bimbingan Tugas Akhir 58-62

Lampiran Dokumentasi Lampiran Lab produk Pada CV. Yanega Megah Utama ... 63

Lampiran Dokumentasi Penelitian Pada CV. Yanega Megah Utama 64

Lampiran Hasil Data Persepsi 65-68

Lampiran Hasil Data Harapan 68-71

Lampiran Hasil Nilai Persepsi dan Harapan..... 71-73

Lampiran Hasil Turnitin..... 74