

DAFTAR ISI

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 RUMUS	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I.....	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	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
2.1 Laboratorium.....	Error! Bookmark not defined.
2.2 Kualitas Pelayanan.....	Error! Bookmark not defined.
2.3 Kepuasan Konsumen.....	Error! Bookmark not defined.
2.3.1 Faktor – Faktor Kepuasan Konsumen.....	Error! Bookmark not defined.
2.4 SERVQUAL	Error! Bookmark not defined.
2.5 Regresi dan korelasi	Error! Bookmark not defined.
2.5.1 Regresi	Error! Bookmark not defined.

2.5.2 Korelasi.....	Error! Bookmark not defined.
2.6 Pengujian Kualitas Data.....	Error! Bookmark not defined.
2.6.1 Uji Validitas	Error! Bookmark not defined.
2.6.2 Uji Reliabilitas	Error! Bookmark not defined.
2.7 Populasi dan Sampel	Error! Bookmark not defined.
2.8 Skala Likert	Error! Bookmark not defined.
2.9 Kerangka Penelitian.....	Error! Bookmark not defined.
2.10 Penelitian Terkait.....	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
3.1 Objek penelitian	Error! Bookmark not defined.
3.2 Prosedur Penelitian.....	Error! Bookmark not defined.
3.3 Jenis Data dan Sumber Data.....	Error! Bookmark not defined.
3.3.1 Data Primer.....	Error! Bookmark not defined.
3.3.2 Data Sekunder	Error! Bookmark not defined.
3.4 Observasi.....	Error! Bookmark not defined.
3.4.1 Wawancara	Error! Bookmark not defined.
3.4.2 Kuesioner	Error! Bookmark not defined.
3.5 Populasi dan Sampel.....	Error! Bookmark not defined.
3.5.1 Populasi	Error! Bookmark not defined.
3.5.2 Sampel	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN.....	Error! Bookmark not defined.
4.1 Hasil Penyebaran Data.....	Error! Bookmark not defined.
4.1.1 Demografis Data Responden.....	Error! Bookmark not defined.
4.2 Pengujian Statistik.....	Error! Bookmark not defined.
4.3.1 Uji Validitas	Error! Bookmark not defined.
4.2.2 Uji Reliabilitas	Error! Bookmark not defined.

4.3	Pengolahan Data Metode Service Quality (SERVQUAL)	Error!
	Bookmark not defined.	
4.3.1	Nilai Rata - Rata Data Penelitian	Error! Bookmark not defined.
4.3.2	Perhitungan Gap score SERVQUAL.....	Error! Bookmark not defined.
4.3.3	Keseluruhan Score gap & Ranking gap Servqual .	Error! Bookmark not defined.
4.3.4	Perhitungan Kualitas Pelayanan (Q)	Error! Bookmark not defined.
4.4	Regresi & Korelasi	Error! Bookmark not defined.
4.4.1	Regresi.....	Error! Bookmark not defined.
4.4.2	Korelasi	Error! Bookmark not defined.
BAB V		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.
RIWAYAT PENULIS		Error! Bookmark not defined.