

## 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.....	x
DAFTAR TABEL .....	xiii
DAFTAR GAMBAR.....	xiv
DAFTAR NOTASI.....	xv
LAMPIRAN.....	xvi
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.....	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 Faktor-Faktor Kepuasan Pelanggan .....	Error! Bookmark not defined.
2.2.2 Elemen Kepuasan Pelanggan .....	Error! Bookmark not defined.
2.2.3 Pengukuran Kepuasan Pelanggan ....	Error! Bookmark not defined.
2.2 <i>Service Quality (SERVQUAL)</i> .....	Error! Bookmark not defined.
2.3 <i>Importance Performance Analysis (IPA)</i> .....	Error! Bookmark not defined.

2.4	Uji Kualitas Data .....	<b>Error! Bookmark not defined.</b>
2.4.1	Uji Validitas .....	<b>Error! Bookmark not defined.</b>
2.4.2	Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
2.5	Penentuan Jumlah Sampel.....	<b>Error! Bookmark not defined.</b>
2.6	Skala <i>Likert</i> .....	<b>Error! Bookmark not defined.</b>
2.7	Manajemen Strategi.....	<b>Error! Bookmark not defined.</b>
2.8	Kerangka Penelitian.....	<b>Error! Bookmark not defined.</b>
2.9	Penelitian Terkait.....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN .....</b>		<b>Error! Bookmark not defined.</b>
3.1	Objek Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2	Prosedur Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3	Jenis Data dan Sumber Data.....	<b>Error! Bookmark not defined.</b>
3.3.1	Data Primer .....	<b>Error! Bookmark not defined.</b>
3.3.2	Data Sekunder .....	<b>Error! Bookmark not defined.</b>
3.3.3	Observasi.....	<b>Error! Bookmark not defined.</b>
3.3.4	Wawancara.....	<b>Error! Bookmark not defined.</b>
3.3.5	Kuesioner .....	<b>Error! Bookmark not defined.</b>
3.4	Populasi dan Sampel .....	<b>Error! Bookmark not defined.</b>
3.4.1	Populasi.....	<b>Error! Bookmark not defined.</b>
3.4.2	Sampel.....	<b>Error! Bookmark not defined.</b>
<b>BAB IV HASIL DAN PEMBAHASAN .....</b>		<b>Error! Bookmark not defined.</b>
4.1	Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
4.1.1	Profil Perusahaan .....	<b>Error! Bookmark not defined.</b>
4.2	Hasil Penyebaran Data .....	<b>Error! Bookmark not defined.</b>
4.2.1	Demografis Data Responden.....	<b>Error! Bookmark not defined.</b>
4.3	Pengujian Statistik .....	<b>Error! Bookmark not defined.</b>

4.3.1	Uji Validitas .....	<b>Error! Bookmark not defined.</b>
4.3.2	Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
4.4	Pengolahan Data Metode <i>Service Quality (Servqual)</i>	<b>Error! Bookmark not defined.</b>
4.4.1	Nilai Rata – Rata Data Penelitian .....	<b>Error! Bookmark not defined.</b>
4.4.2	Perhitungan <i>Gap Score</i> .....	<b>Error! Bookmark not defined.</b>
4.4.3	Keseluruhan <i>Gap Score</i> dan Ranking <i>Service Quality</i> .....	<b>Error! Bookmark not defined.</b>
4.4.4	Perhitungan Kualitas Pelayanan (Q)	<b>Error! Bookmark not defined.</b>
4.5	Pengolahan Metode <i>Importance Performance Analysis</i> .....	<b>Error! Bookmark not defined.</b>
A.	Kuadran A (Prioritas Utama) .....	<b>Error! Bookmark not defined.</b>
B.	Kuadran B (Pertahankan) .....	<b>Error! Bookmark not defined.</b>
C.	Kuadran C (Prioritas Rendah) .....	<b>Error! Bookmark not defined.</b>
D.	Kuadran D (Berlebihan) .....	<b>Error! Bookmark not defined.</b>
4.6	Rekomendasi Perbaikan untuk Meningkatkan Kualitas Pelayanan	<b>Error! Bookmark not defined.</b>
<b>BAB V KESIMPULAN DAN SARAN</b> .....		<b>Error! Bookmark not defined.</b>
5.1	Kesimpulan.....	<b>Error! Bookmark not defined.</b>
5.2	Saran.....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA</b> .....		<b>Error! Bookmark not defined.</b>
<b>LAMPIRAN</b> .....		<b>Error! Bookmark not defined.</b>
<b>ABSTRACT REVIEW RESULT</b> .....		<b>Error! Bookmark not defined.</b>
<b>RIWAYAT PENULIS</b> .....		<b>Error! Bookmark not defined.</b>

## DAFTAR TABEL

Tabel 1. 1 Data Penjualan Toko Hold This Hope ..	<b>Error! Bookmark not defined.</b>
Tabel 2. 1 Dimensi Atribut <i>Service Quality</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 2. 2 Indeks Kepuasan Konsumen .....	<b>Error! Bookmark not defined.</b>
Tabel 2. 3 Pedoman Interpretasi Terhadap Koefisien Korelasi...	<b>Error! Bookmark not defined.</b>
Tabel 2. 4 Skala <i>Likert</i> .....	17
Tabel 2. 5 Penelitian Terkait .....	20
Tabel 3. 1 Daftar Pertanyaan kuesioner .....	32
Tabel 3. 2 Data Penjualan Mei 2022 – April 2023.	<b>Error! Bookmark not defined.</b>
Tabel 4. 1 Hasil Uji Validitas .....	41
Tabel 4. 2 Hasil Uji Reliabilitas .....	43
Tabel 4. 3 Skoring Dimensi <i>Performance</i> dan <i>Importance</i> .....	45
Tabel 4. 4 <i>Gap Score Tangible</i> .....	48
Tabel 4. 5 <i>Gap Score Emphaty</i> .....	49
Tabel 4. 6 <i>Gap Score Reliability</i> .....	50
Tabel 4. 7 <i>Gap Score Responsiveness</i> .....	51
Tabel 4. 8 <i>Gap Score Assurance</i> .....	52
Tabel 4. 9 Rekapitulasi <i>Score Gap &amp; Ranking Gap Service Quality</i> .....	53
Tabel 4. 10 Keseluruhan Dimensi <i>Score gap &amp; Ranking gap Service Quality</i> .....	56
Tabel 4. 11 Rekapitulasi Dimensi <i>Service Quality</i> .....	57
Tabel 4. 12 Skoring Dimensi <i>Importance Performance Analysis (IPA)</i> .....	58
Tabel 4. 13 Atribut Kualitas Pelayanan Kuadran A.....	60
Tabel 4. 14 Atribut Kualitas Pelayanan Kuadran B .....	61
Tabel 4. 15 Atribut Kualitas Pelayanan Kuadran C .....	61
Tabel 4. 16 Atribut Kualitas Pelayanan Kuadran D.....	62

## DAFTAR GAMBAR

Gambar 1. 1 Data Penjualan Toko Hold This Hope.....	<b>Error! Bookmark not defined.</b>
Gambar 2. 1 Bentuk Diagram Kartesius .....	<b>Error! Bookmark not defined.</b>
Gambar 2. 2 Kerangka Penelitian .....	19
Gambar 3. 1 <i>Flowchart</i> Penelitian.....	30
Gambar 4. 1 Logo Hold This Hope.....	39
Gambar 4. 2 Jenis Kelamin Responden.....	40
Gambar 4. 3 Diagram kartesius toko hold this hope .....	58
Gambar 4. 4 <i>Standard Operating Procedure</i> (SOP).....	64



## DAFTAR NOTASI

Notasi 2.1 .....	11
Notasi 2.2 .....	12
Notasi 2.3 .....	12
Notasi 2.4 .....	13
Notasi 2.5 .....	15
Notasi 2.6 .....	17
Notasi 2.7 .....	18



## LAMPIRAN

- Lampiran 1 Toko Hold This Hope .....**Error! Bookmark not defined.**
- Lampiran 2 Data Kuesioner (Persepsi) .....**Error! Bookmark not defined.**
- Lampiran 3 Data Kuesioner (Harapan) .....**Error! Bookmark not defined.**
- Lampiran 4 Hasil Uji Validitas (Persepsi) .....**Error! Bookmark not defined.**
- Lampiran 5 Hasil Uji Validitas (Persepsi) .....**Error! Bookmark not defined.**
- Lampiran 6 Hasil Uji Reliabilitas (Persepsi & Harapan)..... **Error! Bookmark not defined.**

