

DAFTAR ISI

COVER.....	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 GAMBAR.....	xii
DAFTAR TABEL	xiii
DAFTAR RUMUS	xiv
DAFTAR LAMPIRAN	xv
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. Batasan Masalah.....	Error! Bookmark not defined.
1.5. Manfaat.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1. Definisi Kualitas.....	Error! Bookmark not defined.
2.2. Definisi Jasa	Error! Bookmark not defined.
2.2.1. Karakteristik Jasa	Error! Bookmark not defined.
2.3. Kualitas Pelayanan	Error! Bookmark not defined.
2.3.1. Faktor-Faktor Pengaruh Kualitas Pelayanan	Error! Bookmark not defined.
2.3.2. Ciri-Ciri Pelayanan Berkualitas	Error! Bookmark not defined.
2.3.3. Dimensi Kualitas Pelayanan	Error! Bookmark not defined.
2.4. Kepuasan Pelanggan.....	Error! Bookmark not defined.
2.4.1. Manfaat Kepuasan Pelanggan	Error! Bookmark not defined.
2.4.2. Faktor-Faktor Pengaruh Kepuasan Pelanggan....	Error! Bookmark not defined.

2.4.3.	Indikator Kepuasan Pelanggan.....	Error! Bookmark not defined.
2.5.	Metode <i>Servqual</i>	Error! Bookmark not defined.
2.6.	Kano	Error! Bookmark not defined.
2.7.	Kerangka Penelitian.....	Error! Bookmark not defined.
2.8.	Penelitian Terdahulu.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1.	Waktu dan Tempat Penelitian	Error! Bookmark not defined.
3.2.	Objek Penelitian	Error! Bookmark not defined.
3.3.	Prosedur Penelitian.....	Error! Bookmark not defined.
3.4.	Jenis Data Yang Digunakan	Error! Bookmark not defined.
3.4.1.	Data Primer	Error! Bookmark not defined.
3.4.2.	Data Sekunder	Error! Bookmark not defined.
3.5.	Populasi, Sampel, dan Teknik Sampling	Error! Bookmark not defined.
3.5.1.	Populasi	Error! Bookmark not defined.
3.5.2.	Sampel.....	Error! Bookmark not defined.
3.5.3.	Teknik Sampling	Error! Bookmark not defined.
3.6.	Teknik Pengumpulan Data	Error! Bookmark not defined.
3.6.1.	Kuisisioner.....	Error! Bookmark not defined.
3.7.	Teknik Pengujian Data	Error! Bookmark not defined.
3.7.1.	Uji Validitas	Error! Bookmark not defined.
3.7.2.	Uji Reabilitas.....	Error! Bookmark not defined.
3.8.	Teknik Analisis Data	Error! Bookmark not defined.
3.8.1.	Metode <i>Servqual</i>	Error! Bookmark not defined.
3.8.2.	Perhitungan Model Kano	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN		Error! Bookmark not defined.
4.1.	Profil Perusahaan.....	Error! Bookmark not defined.
4.1.1.	Visi dan Misi Perusahaan.....	Error! Bookmark not defined.
4.1.2.	Struktur Organisasi Perusahaan	Error! Bookmark not defined.
4.2.	Pengumpulan Data.....	Error! Bookmark not defined.
4.3.	Sebaran Data.....	Error! Bookmark not defined.
4.3.1.	Demografi Data Responden	Error! Bookmark not defined.
4.4.	Pengujian Statistik Instrument Penelitian.....	Error! Bookmark not defined.
4.4.1.	Hasil Uji Validitas.....	Error! Bookmark not defined.
4.4.2.	Hasil Uji Reabilitas	Error! Bookmark not defined.

4.5.	Pengolahan Data Metode <i>Service Quality (Servqual)</i> ..	Error! Bookmark not defined.
4.5.1.	Perhitungan Nilai Rata-Rata dan <i>Gap Servqual</i> ..	Error! Bookmark not defined.
4.5.2.	Penentuan Ranking <i>Gap Servqual</i> .	Error! Bookmark not defined.
4.5.3.	Perhitungan Kualitas Pelayanan (Q)	Error! Bookmark not defined.
4.6.	Pengolahan Data Metode Kano	Error! Bookmark not defined.
4.6.1.	Perhitungan Klasifikasi Kano Data Penelitian....	Error! Bookmark not defined.
4.6.2.	Perhitungan Kategori Kano.....	Error! Bookmark not defined.
4.6.3.	Perhitungan Nilai <i>Better</i> dan <i>Worse</i>	Error! Bookmark not defined.
4.7.	Integrasi Metode <i>Service Quality (Servqual)</i> dan Kano.....	Error! Bookmark not defined.
4.8.	Usulan Perbaikan.....	Error! Bookmark not defined.
BAB V PENUTUP		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.

DAFTAR GAMBAR

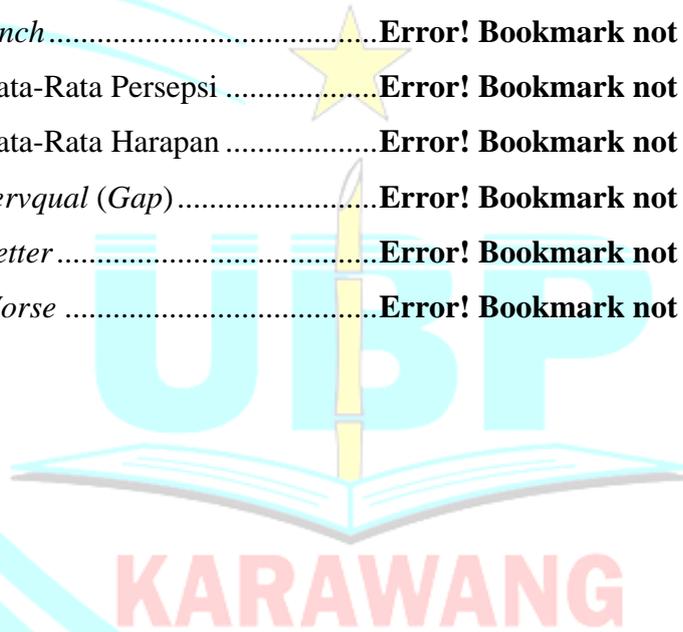
Gambar 1.1 Ulasan Dari <i>Google Maps</i>	Error! Bookmark not defined.
Gambar 2.1 <i>Gap</i> Dalam <i>Servqual</i>	Error! Bookmark not defined.
Gambar 2.2 Diagram Kano.....	Error! Bookmark not defined.
Gambar 2.3 Kerangka Penelitian.....	Error! Bookmark not defined.
Gambar 3.1 <i>Flowchart</i> Penelitian.....	Error! Bookmark not defined.
Gambar 3.2 Matrik Kano.....	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 Sebaran Data Jenis Kelamin	Error! Bookmark not defined.
Gambar 4.4 Sebaran Data Berdasarkan Usia.....	Error! Bookmark not defined.
Gambar 4.5 Sebaran Data Pekerjaan	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu.....	Error! Bookmark not defined.
Tabel 4.1 Daftar Pertanyaan Kuesioner.....	Error! Bookmark not defined.
Tabel 4.2 Hasil Perhitungan Uji Validitas.....	Error! Bookmark not defined.
Tabel 4.3 Hasil Perhitungan Uji Reabilitas	Error! Bookmark not defined.
Tabel 4.4 Perhitungan <i>Gap</i> Tiap Atribut	Error! Bookmark not defined.
Tabel 4.5 Penentuan <i>Gap Ranking</i> setiap Atribut	Error! Bookmark not defined.
Tabel 4.6 Keseluruhan <i>Gap</i> Setiap Dimensi	Error! Bookmark not defined.
Tabel 4.7 Perhitungan Rumus Q	Error! Bookmark not defined.
Tabel 4.8 Perhitungan Klasifikasi Kano.....	Error! Bookmark not defined.
Tabel 4.9 Perhitungan Kategori Kano	Error! Bookmark not defined.
Tabel 4.10 Perhitungan Nilai <i>Better</i> dan <i>Worse</i> Tiap Atribut	Error! Bookmark not defined.
Tabel 4.11 Integrasi <i>Servqual</i> dan Kano	Error! Bookmark not defined.
Tabel 4.12 Usulan Perbaikan.....	Error! Bookmark not defined.

DAFTAR RUMUS

- (3.1) Rumus *Cochranch* **Error! Bookmark not defined.**
- (3.2) Rumus Nilai Rata-Rata Persepsi **Error! Bookmark not defined.**
- (3.3) Rumus Nilai Rata-Rata Harapan **Error! Bookmark not defined.**
- (3.4) Rumus Nilai *Servqual (Gap)* **Error! Bookmark not defined.**
- (3.5) Rumus Nilai *Better* **Error! Bookmark not defined.**
- (3.6) Rumus Nilai *Worse* **Error! Bookmark not defined.**



DAFTAR LAMPIRAN

Lampiran 1. Lembar Kuesioner.....	Error! Bookmark not defined.
Lampiran 2. Foto Dokumentasi.....	Error! Bookmark not defined.
Lampiran 3. Tabel R.....	Error! Bookmark not defined.
Lampiran 4. Uji Validitas Harapan Nasabah.....	Error! Bookmark not defined.
Lampiran 5. Uji Validitas Persepsi Nasabah.....	Error! Bookmark not defined.
Lampiran 6. Uji Validitas Funktional.....	Error! Bookmark not defined.
Lampiran 7. Uji Validitas Dysfunktional	Error! Bookmark not defined.
Lampiran 8. Uji Reabilitas	Error! Bookmark not defined.
Lampiran 9. Surat Izin Penelitian.....	Error! Bookmark not defined.
Lampiran 10. Lembar Bimbingan Proposal	Error! Bookmark not defined.
Lampiran 11. Lembar Bimbingan Tugas Akhir ...	Error! Bookmark not defined.
Lampiran 12. Hasil Pengecekan Turnitin.....	Error! Bookmark not defined.
Lampiran 13. Cek Abstraksi.....	Error! Bookmark not defined.
Lampiran 14. Pertanyaan Wawancara Dengan Pihak Perusahaan	Error!
	Bookmark not defined.