DAFTAR ISI

LEMBAR PERSETUJUAN
LEMBAR PENGESAHAN
MOTTO
RIWAYAT HIDUP

ABSTRAK ............................................................................................................................... i
KATA PENGANTAR ................................................................................................................ ii
DAFTAR ISI ............................................................................................................................... v
DAFTAR TABEL ......................................................................................................................... vii
DAFTAR GAMBAR .................................................................................................................. ix

BAB I PENDAHULUAN .......................................................................................................... 1
A. Latar Belakang Penelitian ................................................................................................... 1
B. Identifikasi Masalah .......................................................................................................... 7
C. Rumusan Masalah ............................................................................................................ 8
D. Tujuan Penelitian .............................................................................................................. 8
E. Manfaat Penelitian ........................................................................................................... 8
F. Kerangka Pemikiran ......................................................................................................... 9
G. Hipotesis .......................................................................................................................... 14

BAB II KAJIAN PUSTAKA ..................................................................................................... 16
A. Manajemen ...................................................................................................................... 16
B. Manajemen Pemasaran ................................................................................................... 18
C. Jasa .................................................................................................................................. 21
D. Promosi Penjualan ......................................................................................................... 22
E. Kualitas Pelayanan .......................................................................................................... 25
F. Loyalitas Konsumen ........................................................................................................ 31

BAB III METODOLOGI PENELITIAN ................................................................................ 36
A. Metode Penelitian ........................................................................................................... 36
B. Populasi dan Sampel Penelitian ..................................................................................... 36
C. Data dan Sumber Data .................................................................................................... 38
D. Variabel Penelitian dan Operasional Variabel ........................................ 39
E. Teknik Pengumpulan Data ........................................................................ 42
F. Analisis Data ............................................................................................... 43
G. Jadwal dan Tempat Penelitian ..................................................................... 50

BAB IV HASIL PENELITIAN DAN PEMBAHASAN ........................................ 51
A. Gambaran Umum Tentang Perusahaan ......................................................... 51
1. Profil Perusahaan Grab .................................................................................. 51
2. Visi dan Misi Grab ........................................................................................ 52
3. Logo Grab ...................................................................................................... 52
B. Hasil Penelitian ............................................................................................... 53
1. Klasifikasi Kuesioner ...................................................................................... 53
2. Analisis Deskriptif Karakteristik Responden ................................................. 53
C. Analisis Data .................................................................................................. 55
1. Pengolahan Data Kuesioner .......................................................................... 55
D. Hasil Uji Instrumen ....................................................................................... 71
1. Uji Validitas ................................................................................................... 71
2. Uji Reliabilitas ............................................................................................... 74
3. Hasil Uji Hipotesis ......................................................................................... 75
6. Koefisieni Determinasi (R^2) ...................................................................... 79
E. Pembahasan .................................................................................................... 81
1. Pengaruh Promosi Penjualan Terhadap Loyalitas Konsumen ....................... 81
2. Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen ....................... 82
3. Pengaruh Promosi Penjualan dan Kualitas Pelayanan Terhadap Loyalitas
   Konsumen Grab di Kota Bandung ................................................................. 83

BAB V PENUTUP ............................................................................................... 86
A. Kesimpulan .................................................................................................... 86
B. Saran ............................................................................................................... 86

DAFTAR PUSTAKA .......................................................................................... 90
LAMPIRAN-LAMPIRAN