

DAFTAR ISI

LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN BEBAS PLAGIARISME	Error! Bookmark not defined.
LEMBAR PEDOMAN TRANSLITERASI.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
RIWAYAT HIDUP PENELITI.....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	i
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
A. Latar Belakang Masalah.....	Error! Bookmark not defined.
B. Identifikasi Masalah	Error! Bookmark not defined.
C. Rumusan Masalah	Error! Bookmark not defined.
D. Tujuan Penelitian.....	Error! Bookmark not defined.
E. Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
A. Kajian Penelitian Terdahulu	Error! Bookmark not defined.
B. Konsep Dan Teori.....	Error! Bookmark not defined.
1. Ekonomi dan Ekonomi Bisnis	Error! Bookmark not defined.
2. Manajemen.....	Error! Bookmark not defined.
2. Manajemen Pemasaran	Error! Bookmark not defined.
3. <i>Total Quality Management (TQM)</i>	Error! Bookmark not defined.

5.	<i>Costumer Relationship Management (CRM)</i>	Error! Bookmark not defined.
6.	Kepuasan pelanggan	Error! Bookmark not defined.
C.	Kerangka Berfikir.....	Error! Bookmark not defined.
D.	Hipotesis	Error! Bookmark not defined.
BAB III METODELOGI PENELITIAN.....		Error! Bookmark not defined.
A.	Metode Dan Pendekatan Penelitian.....	Error! Bookmark not defined.
B.	Jenis Dan Sumber Data	Error! Bookmark not defined.
1.	Jenis data.....	Error! Bookmark not defined.
2.	Sumber data	Error! Bookmark not defined.
C.	Populasi Dan Sampel.....	Error! Bookmark not defined.
1.	Populasi.....	Error! Bookmark not defined.
2.	Sampel	Error! Bookmark not defined.
D.	Operasional Variabel Penelitian	Error! Bookmark not defined.
1.	Variabel Penelitian.....	Error! Bookmark not defined.
2.	Operasional Variabel	Error! Bookmark not defined.
E.	Teknik pengumpulan data	Error! Bookmark not defined.
1.	Kuesioner	Error! Bookmark not defined.
2.	Studi kepustakaan	Error! Bookmark not defined.
F.	Teknik analisis data.....	Error! Bookmark not defined.
1.	Analisis Statistik Deskriptif.....	Error! Bookmark not defined.
2.	Uji instrument data.....	Error! Bookmark not defined.
3.	Analisis Regresi Linier Berganda	Error! Bookmark not defined.
4.	Uji hipotesis	Error! Bookmark not defined.
G.	Koefisien determinasi.....	Error! Bookmark not defined.
H.	Tempat Penelitian.....	Error! Bookmark not defined.

BAB IV HASIL DAN PEMBAHASAN.....	Error! Bookmark not defined.
A. Hasil Penelitian.....	Error! Bookmark not defined.
1. Deskripsi objek penelitian	Error! Bookmark not defined.
2. Hasil Karakteristik Responden	Error! Bookmark not defined.
3. Distribusi Frekuensi Tanggapan Responden.....	Error! Bookmark not defined.
B. Hasil Uji Statistik Deskriptif	Error! Bookmark not defined.
C. Hasil Uji Instrumen Penelitian	Error! Bookmark not defined.
D. Hasil Uji Analisis Regresi Linear Berganda.....	Error! Bookmark not defined.
E. Uji Hipotesis.....	Error! Bookmark not defined.
F. Koefisien Determinasi.....	Error! Bookmark not defined.
G. Pembahasan	Error! Bookmark not defined.
BAB V PENUTUP.....	Error! Bookmark not defined.
A. KESIMPULAN	Error! Bookmark not defined.
B. KETERBATASAN PENELITIAN.....	Error! Bookmark not defined.
C. SARAN.....	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	Error! Bookmark not defined.
A. BUKU.....	Error! Bookmark not defined.
B. JURNAL & SKRIPSI.....	Error! Bookmark not defined.
C. TESIS	Error! Bookmark not defined.
LAMPIRAN.....	Error! Bookmark not defined.
DOKUMENTASI	Error! Bookmark not defined.

