

DAFTAR ISI

LEMBAR JUDUL SKRIPSI.....	i
LEMBAR PERSEMBAHAN	i Error! Bookmark not defined.
LEMBAR PERNYATAAAN KEASLIAN SKRIPSI	Error! Bookmark not defined.
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH	
	Error! Bookmark not defined.
LEMBAR PERSETUJUAN DAN PENGESAHAN SKRIPSI	Error! Bookmark not defined.
	defined.
PEDOMAN PENGGUNAAN HAK CIPTA	Error! Bookmark not defined.
LEMBAR KONSULTASI SKRIPSI.....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang Masalah.....	Error! Bookmark not defined.
1.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian	
	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
1.5 Ruang Lingkup Penelitian.....	Error! Bookmark not defined.
1.6 Sistematika Penulisan	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 Deskripsi Konseptual	Error! Bookmark not defined.
2.1.1 Kualitas Pelayanan.....	Error! Bookmark not defined.
2.1.1.1. Indikator Kualitas Pelayanan.....	Error! Bookmark not defined.
2.1.1.2. Penetapan Harga	Error! Bookmark not defined.
2.1.1.2.1. Indikator Penetapan Harga	Error! Bookmark not defined.
2.1.3 Kepuasan Konsumen.....	Error! Bookmark not defined.
2.1.3.3. Indikator Kepuasan Konsumen.....	Error! Bookmark not defined.
2.2 Penelitian yang Relevan.....	Error! Bookmark not defined.
2.2.1 Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen	Error!
	Bookmark not defined.

2.2.2 Pengaruh Penetapan Harga terhadap Kepuasan Konsumen.	Error! Bookmark not defined.
2.3 Kerangka Berpikir	Error! Bookmark not defined.
2.4	
Hipotesis.....	
.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Desain Penelitian	Error! Bookmark not defined.
3.2 Populasi dan Sampel Penelitian.....	Error! Bookmark not defined.
3.2.1.	
Populasi.....	Error! Bookmark not defined.
3.2.2.	
Sampel.....	Error! Bookmark not defined.
3.3 Definisi Operasional Variabel	Error! Bookmark not defined.
3.4 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.5 Teknis Analisis Data.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	Error! Bookmark not defined.
4.1 Deskripsi Data.....	Error! Bookmark not defined.
4.1.1 Deskripsi Karakteristik Responden.....	Error! Bookmark not defined.
4.1.2 Deskripsi Variabel Penelitian	Error! Bookmark not defined.
4.2 Pengujian Hipotesis	Error! Bookmark not defined.
4.2.1 Uji Asumsi Klasik.....	Error! Bookmark not defined.
4.2.2 Uji Analisis Regresi Linear Berganda.....	Error! Bookmark not defined.
4.2.3 Uji Hipotesis.....	Error! Bookmark not defined.
4.3 Pembahasan Hasil Penelitian.....	Error! Bookmark not defined.
4.3.1 Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen	Error! Bookmark not defined.
4.3.2 Pengaruh Penetapan Harga Terhadap Kepuasan Konsumen	Error! Bookmark not defined.
4.3.4 Pengaruh Kualitas Pelayanan dan Penetapan Harga Terhadap Kepuasan Konsumen.....	Error! Bookmark not defined.
4.4 Implikasi Penelitian	Error! Bookmark not defined.
4.4.1 Implikasi Teoritis.....	Error! Bookmark not defined.
4.4.2 Implikasi Praktis	Error! Bookmark not defined.
4.5 Keterbatasan Penelitian.....	Error! Bookmark not defined.
BAB V PENUTUP	Error! Bookmark not defined.
1.1	
Kesimpulan.....	Error! Bookmark not defined.

Saran.....	
.....	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP	Error! Bookmark not defined.
BUKTI HASIL PENGECEKAN PLAGIARISME ..	Error! Bookmark not defined.
LAMPIRAN – LAMPIRAN	Error! Bookmark not defined.

