

## TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>i</b>
<b>PREFACE.....</b>	<b>ii</b>
<b>ACKNOWLEDGMENT .....</b>	<b>iii</b>
<b>ABSTRACT.....</b>	<b>iv</b>
<b>TABLE OF CONTENT.....</b>	<b>v</b>
<b>LIST OF TABLES .....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>ix</b>
<b>APPENDICES .....</b>	<b>ix</b>

## **CHAPTER I: INTRODUCTION**

1.1 Review of the Research Object .....	1
1.2 Problem Background .....	2
1.3 Problem Formulation .....	8
1.4 Research Objective .....	9
1.5 Research Function .....	9
1.5.1 Theoretical Aspect .....	10
1.5.2 Practical Aspect .....	10
1.6 Systematical Writing .....	10

## **CHAPTER II: THEORIES AND FRAMEWORKS**

2.1 Research Literature Review .....	11
2.1.1 Marketing .....	11
2.1.2 Service Quality .....	11
2.1.2.1 Service Quality Gaps .....	12
2.1.3. A Measurement of Service Quality.....	13
2.1.3. A Service Quality Dimension .....	13
2.1.3 Customer Satisfaction .....	15
2.1.3. A Importance of Customer Satisfaction.....	15
2.1.4 Customer Expectation and Perception .....	16
2.1.4. A Customer Expectation .....	16
2.1.4. A Customer Perception .....	16
2.2 Previous Research .....	18
2.3 Framework of Study .....	21
2.4 Hypothesis .....	22
2.5 Scope of Study .....	24

## **CHAPTER III: RESEARCH METHODOLOGY**

3.1 Research type .....	25
3.2 Operational Variable .....	26
3.3 Measurement Scale .....	30
3.4 Research Stage .....	31
3.5 Population and Sample.....	32
3.5.1 Population .....	32
3.5.2 Sample.....	33
3.5.3 Sampling size .....	34

3.6 Data Type and Resource .....	35
3.6.1 Primary Data .....	35
3.6.2 Secondary Data .....	36
3.7 Data Collection Method .....	36
3.7.1 Quantitative Analysis .....	37
3.8 Validity and Reliability Test .....	38
3.8.1 Validity.....	38
3.8.2 Reliability .....	40
3.9 Data Analysis Technique .....	44
3.10.1 Classical Assumption Test .....	44
3.10.1. a Normality Test.....	44
3.10.1. b Multicollinearity Test.....	44
3.10.1. c Heterocedascity Test .....	45
3.10.1. d Multiple Regression Analysis .....	45
3.10.2 Hypothesis Testing.....	47
3.10.2. a F Test (Union Test) .....	47
3.10.2. b T Test (Partial Test) .....	47
3.10.2. c the Coefficient of Determination.....	48
<b>CHAPTER IV: DATA ANALYSIS</b>	
4.1 Respondent overview .....	46
4.2 Classical Assumption Test .....	47
4.2.1 Normality Test .....	48
4.2.2 Multi-Collinearity .....	49
4.2.3 Heterocedastisity .....	50
4.2.4 Multiple Regression Analysis .....	51
4.3 Hypothesis Testing.....	
4.3.1 T Test .....	52
4.3.2 The coefficient of determination (R <sup>2</sup> ).....	54
4.4 Discussion .....	54
<b>CHAPTER V: CLOSING</b>	
5.1 Conclusion .....	56
5.2 Suggestion .....	57
5.2.1 Suggestion for the company .....	57
5.2.2 Suggestion for further research .....	58

