# DAFTAR TABEL

TABEL 1.1 Jumlah Mobil Penumpang di Indonesia .....5

TABEL 1.2 Pelanggan servis PT. HMI Bandung .....9

TABEL 2.1 Contoh Cara Konsumen Menilai 5 Dimensi Kualitas pada Jenis Usaha Reparasi Mobil.....17

TABEL 2.2 Jurnal Internasional .....27

TABEL 2.3 Jurnal Nasional.....30

TABEL 3.1 Karakteristik Penelitian .....36

TABEL 3.2 Operasional Variabel.....37

TABEL 3.3 Desain Pengukuran Kuisioner.....38

TABEL 3.4 Perbedaan Istilah dalam Pengujian Keabsahan Data .....45

TABEL 3.5 Hasil Uji Validitas.....47

TABEL 3.6 Hasil Uji Reliabilitas .....48

TABEL 3.7 Pengkatagorian Skor Jawaban.....51

TABEL 3.8 Penjelasan simbol *Relationship between Requirement and Descriptor* .....55

TABEL 3.9 Penjelasan Simbol Correlation Matrix .....57

TABEL 4.1 Hasil Kuesioner.....70

TABEL 4.2 Hasil Kuesioner Dimensi Tangibles.....71

TABEL 4.3 Hasil Kuesioner Dimensi Emphaty .....72

TABEL 4.4 Hasil Kuesioner Dimensi Reliability.....73

TABEL 4.5 Hasil Kuesioner Dimensi Responsiveness .....74

TABEL 4.6 Hasil Kuesioner Dimensi Assurance.....75

TABEL 4.8 Daftar Atribut Customer Requirements .....77

TABEL 4.9 Daftar Atribut Technical Descriptors.....79

TABEL 4.10 Daftar Relationship between Requirements and Descriptors.....82
TABEL 4.11 Correlation Matrix.....86
TABEL 4.12 Pengkatagorian Importance to Customer .....90
TABEL 4.13 Customer Competitive Assesment .....91
TABEL 4.14 Technical Competitive Assesment .....92
TABEL 4.15 Klasifikasi Kriteria Penilaian Presentase Importance to Customer .97
TABEL 4.16 Bagian Importance to Customer .....97
TABEL 4.17 Bagian Target Value.....99
TABEL 4.18 Bagian Scale-Up Factor .....100
TABEL 4.19 Klasifikasi Kriteria Penilaian Presentse Importance to Customer .102
TABEL 4.20 Bagian Sales Point.....102
TABEL 4.21 Absolute Weight.....104
TABEL 4.22 Bagian Degree of Technical Difficulty .....108
TABEL 4.23 Bagian Target Value .....110
TABEL 4.24 Bagian Absolute Weight .....113
TABEL 4.25 Bagian Relative Weight .....116