

DAFTAR SINGKATAN DAN LAMBANG

SINGKATAN	Nama	Pemakaian pertama kali pada halaman
QFD	<i>Quality Function Deployment</i>	4
<i>e-servqual</i>	<i>electronic service quality</i>	7
<i>Mod</i>	<i>Modernist</i>	9
B2C	<i>Business to Consumer</i>	16
VoC	<i>Voice of Customer</i>	25
TQM	<i>Total Quality Management</i>	27
<i>SERVQUAL</i>	<i>SERVICE QUALITY</i>	28
HOQ	<i>House of Quality</i>	30
WAP	<i>Weighted Average Performance</i>	34
SOP	Standar Operasi Pelayanan	90