

DAFTAR GAMBAR

Gambar 1.1 Logo Perusahaan IKEA.....	1
Gambar 1.2 Layanan IKEA.....	3
Gambar 1.3 Perkembangan Produk <i>Furniture Knock Down</i>	6
Gambar 1.4 Responden Pra-Riset	8
Gambar 2.1 Enam Perspektif Hubungan Antara Kepuasan & Loyalitas	22
Gambar 2.2 <i>Customer Perception of Quality and Satisfaction</i>	23
Gambar 3.1 Tahapan Penelitian	52
Gambar 3.2 Interpretasi Skor.....	60
Gambar 3.3 Model Analisis Jalur.....	62
Gambar 4.1 Responden Berdasarkan Berapa Kali Belanja.....	69
Gambar 4.2 Responden Berdasarkan Jenis Kelamin	69
Gambar 4.3 Responden Berdasarkan Usia.....	70
Gambar 4.4 Responden Berdasarkan Pekerjaan	70
Gambar 4.5 Responden Berdasarkan Penghasilan.....	71
Gambar 4.6 Garis Kontinum Dimensi <i>Physical Aspects</i>	72
Gambar 4.7 Garis Kontinum Dimensi <i>Reliability</i>	74
Gambar 4.8 Garis Kontinum Dimensi <i>Personal Interaction</i>	75
Gambar 4.9 Garis Kontinum Dimensi <i>Problem Solving</i>	76
Gambar 4.10 Garis Kontinum Dimensi <i>Policy</i>	77
Gambar 4.11 Garis Kontinum <i>Retail Service Quality (X)</i>	78
Gambar 4.12 Garis Kontinum Overall Customer Satisfaction	79
Gambar 4.13 Garis Kontinum Dimensi <i>Confirmation of Expectation</i>	80
Gambar 4.14 Garis Kontinum Dimensi <i>Repurchase Intention</i>	81
Gambar 4.15 Garis Kontinum Dimensi <i>Willingness to Recommend</i>	82
Gambar 4.16 Garis Kontinum Dimensi <i>Customer Dissatisfaction</i>	83
Gambar 4.17 Garis Kontinum <i>Customer Satisfaction (Y)</i>	84
Gambar 4.18 Garis Kontinum <i>Customer Loyalty</i>	85
Gambar 4.19 Grafik Heteroskedastisitas.....	87
Gambar 4.20 Uji Hipotesis <i>Retail Service Quality</i> terhadap <i>Customer Satisfaction</i> .	89
Gambar 4.21 Uji Hipotesis <i>Retail Service Quality</i> terhadap <i>Customer Loyalty</i>	90
Gambar 4.22 Uji Hipotesis <i>Customer Satisfaction</i> terhadap <i>Customer Loyalty</i>	92
Gambar 4.23 Uji Hipotesis <i>Retail Service Quality</i> terhadap <i>Customer Loyalty</i> melalui <i>Customer Satisfaction</i>	94