

DAFTAR TABEL

| | |
|--|----|
| Tabel I.1 5 Bimbingan Belajar di Kota Bandung..... | 3 |
| Tabel I.2 Keluhan Pelanggan | 5 |
| Tabel II.1 Penelitian Terdahulu | 12 |
| Tabel II.2 Dimensi Yang Terpilih..... | 13 |
| Tabel II.3 Evaluasi Model Kano | 15 |
| Tabel II.4 Perbandingan Metode..... | 19 |
| Tabel II.5 Perbandingan Metode (Lanjutan)..... | 20 |
| Tabel II.6 Perbandingan Metode (Lanjutan)..... | 21 |
| Tabel III.1 Operasionalisasi Variabel | 30 |
| Tabel III.2 Operasionalisasi Variabel (Lanjutan) | 31 |
| Tabel III.3 Pengkodean Atribut | 32 |
| Tabel IV.1 Karakteristik Responden..... | 40 |
| Tabel IV.2 Uji Reliabilitas | 41 |
| Tabel IV.3 Hasil Pengolahan Data Kuesioner <i>Mobile Service Quality</i> | 42 |
| Tabel IV.4 Pengolahan Data Kuesioner Kano | 43 |
| Tabel IV.5 Integrasi <i>Mobile Service Quality</i> dan Kano..... | 45 |
| Tabel V.1 Atribut Kuat | 47 |
| Tabel V.2 Atribut Lemah | 48 |
| Tabel V.3 Kategori <i>One-dimensional</i> | 49 |
| Tabel V.4 Kategori <i>One-dimensional</i> (Lanjutan) | 50 |
| Tabel V.5 Kategori <i>Attractive</i> | 50 |
| Tabel V.6 <i>Less Attractive</i> | 51 |
| Tabel V.7 <i>Less Attractive</i> (Lanjutan)..... | 52 |
| Tabel V.8 Kategori <i>High Value-added</i> | 53 |
| Tabel V.9 Analisis <i>True Customer Needs (TCN)</i> | 53 |
| Tabel V.10 Analisis <i>True Customer Needs (TCN)</i> (Lanjutan) | 54 |
| Tabel V.11 Penyusunan Rekomendasi <i>True Customer Needs (TCN) Mobile Application</i> | 61 |
| Tabel V.12 Penyusunan Rekomendasi <i>True Customer Needs (TCN) Mobile Application</i> (Lanjutan) | 62 |

| | |
|---|----|
| Tabel V.13 Validasi Rekomendasi..... | 63 |
| Tabel V.14 Validasi Rekomendasi (Lanjutan)..... | 64 |
| Tabel V.15 Validasi Rekoemndasi (Lanjutan)..... | 65 |
| Tabel V.16 Rekomendasi Akhir <i>True Customer Needs (TCN) Mobile Application Expert Course</i> | 66 |
| Tabel V.17 Rekomendasi Akhir <i>True Customer Needs (TCN) Mobile Application Expert Course (Lanjutan)</i> | 67 |