

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1. 1 Logo Batununggal Indah Club .....  | 2  |
| Gambar 1. 2 Struktur Organisasi Batununggal Indah Club .....                                       | 3  |
| Gambar 1. 3 Produk Membership .....  | 4  |
| Gambar 1. 4 Sistem <i>Membership</i> .....   | 7  |
| Gambar 1. 5 Sistem <i>Membership</i> .....   | 7  |
| Gambar 1. 6 Keluhan tentang <i>Membership</i> .....  | 8  |
| Gambar 1. 7 Data Close Member.....   | 9  |
| Gambar 2. 1 Kerangka Pemikiran.....  | 21 |
| Gambar 3. 1 Tahapan Penelitian .....   | 31 |
| Gambar 3. 2 Diagram Kartesius.....   | 40 |
| Gambar 3. 3 Garis Kontinum .....   | 44 |
| Gambar 4. 1 Responden Berdasarkan Jenis Kelamin .....  | 46 |
| Gambar 4. 2 Responden Berdasarkan Usia.....  | 47 |
| Gambar 4. 3 Responden Berdasarkan Pendidikan .....   | 48 |
| Gambar 4. 4 Responden Berdasarkan Pekerjaan .....  | 49 |
| Gambar 4. 5 Responden Berdasarkan Pendapatan.....  | 50 |
| Gambar 4. 6 Garis Kontinum <i>Service Quality</i> Kenyataan dimensi <i>Tangible</i> .....          | 56 |
| Gambar 4. 7 Garis Kontinum <i>Service Quality</i> Kenyataan dimensi <i>Reliability</i> ....        | 58 |
| Gambar 4. 8 Garis Kontinum <i>Service Quality</i> Kenyataan dimensi <i>Responsiveness</i><br>..... | 59 |
| Gambar 4. 9 Garis Kontinum <i>Service Quality</i> Kenyataan dimensi <i>Assurance</i> ....          | 61 |
| Gambar 4. 10 Garis Kontinum <i>Service Quality</i> Kenyataan dimensi <i>Emphaty</i> ....           | 62 |
| Gambar 4. 11 Garis Kontinum <i>Service Quality</i> Harapan dimensi <i>Tangible</i> .....           | 65 |
| Gambar 4. 12 Garis Kontinum <i>Service Quality</i> Harapan dimensi <i>Reliability</i> .....        | 67 |
| Gambar 4. 13 Garis Kontinum <i>Service Quality</i> Harapan dimensi <i>Responsiveness</i><br>.....  | 68 |
| Gambar 4. 14 Garis Kontinum <i>Service Quality</i> Harapan dimensi <i>Assurance</i> .....          | 70 |
| Gambar 4. 15 Garis Kontinum <i>Service Quality</i> Harapan dimensi <i>Emphaty</i> .....            | 71 |
| Gambar 4. 16 <i>Matrix Importance Performance Analysis</i> .....                                   | 74 |
| Gambar 4. 17 Garis Kontinum <i>Customer Satisfaction Index</i> .....                               | 81 |