

DAFTAR TABEL

TABEL 2. 1 Penelitian Terdahulu.....	20
TABEL 3. 1 Penelitian Terdahulu.....	29
TABEL 3. 2 Data Pengukuran Kuesioner.....	32
TABEL 3. 3 Interpretasi Customer Satisfaction Index.....	41
TABEL 3. 4 Kategori Interpretasi Skor.....	42
TABEL 4. 1 Hasil Uji Validitas <i>Service Quality</i> Harapan.....	47
TABEL 4. 2 Hasil Uji Validitas <i>Service Quality</i> Kenyataan.....	48
TABEL 4. 3 Tabel Distribusi Tanggapan Responden Terhadap Nilai Kenyataan (<i>Performance</i>) Dimensi <i>Tangible</i>	51
TABEL 4. 4 Tabel Distribusi Tanggapan Responden Terhadap Nilai Kenyataan (<i>Performance</i>) Dimensi <i>Reliability</i>	52
TABEL 4. 5 Tabel Distribusi Tanggapan Responden Terhadap Nilai Kenyataan (<i>Performance</i>) Dimensi <i>Responsiveness</i>	53
TABEL 4. 6 Tabel Distribusi Tanggapan Responden Terhadap Nilai Kenyataan (<i>Performance</i>) Dimensi <i>Assurance</i>	54
TABEL 4. 7 Tabel Distribusi Tanggapan Responden Terhadap Nilai Kenyataan (<i>Performance</i>) Dimensi <i>Empathy</i>	55
TABEL 4. 8 Hasil Rata-Rata Data Pengukuran Kenyataan (<i>Performance</i>) ..	56
TABEL 4. 9 Tabel Distribusi Tanggapan Responden Terhadap Nilai Harapan (<i>Importance</i>) Dimensi <i>Tangible</i>	57
TABEL 4. 10 Tabel Distribusi Tanggapan Responden Terhadap Nilai Harapan (<i>Importance</i>) Dimensi <i>Reliability</i>	58
TABEL 4. 11 Tabel Distribusi Tanggapan Responden Terhadap Nilai Harapan (<i>Importance</i>) Dimensi <i>Responsiveness</i>	59
TABEL 4. 12 Tabel Distribusi Tanggapan Responden Terhadap Nilai Harapan (<i>Importance</i>) Dimensi <i>Assurance</i>	60

TABEL 4. 13 Tabel Distribusi Tanggapan Responden Terhadap Nilai Harapan (<i>Importance</i>) Dimensi <i>Empathy</i>.....	61
TABEL 4. 14 Tabel Rata-Rata Data Pengukuran Harapan (<i>Importance</i>)...	62
TABEL 4. 15 Skor Rata-Rata <i>Customer Satisfaction Index</i>.....	63
TABEL 4. 16 Hasil Skor <i>Customer Satisfaction Index</i>.....	63
TABEL 4. 17 Tabel Rata-Rata <i>Important Performance Analysis</i>.....	65