

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1.1 Logo Telkomsel.....                                   | 2  |
| Gambar 2. 1 Kerangka Pemikiran Penelitian Terdahulu I.....       | 51 |
| Gambar 2. 2 Kerangka Pemikiran Penelitian Terdahulu II.....      | 52 |
| Gambar 2. 3 Kerangka Pemikiran.....                              | 52 |
| Gambar 3.1 Tahapan Penelitian.....                               | 59 |
| Gambar 4. 1 Garis Kontinum Customer Relationship Management..... | 76 |
| Gambar 4. 2 Garis Kontinum Kepuasan Pelanggan.....               | 82 |
| Gambar 4. 3 Garis Kontinum Loyalitas Pelanggan.....              | 87 |
| Gambar 4. 4 Model Awal Penelitian.....                           | 88 |
| Gambar 4. 5 Model Akhir Penelitian.....                          | 93 |