

## DAFTAR SINGKATAN DAN LAMBANG

| <b>Singkatan</b> | <b>Nama</b>                                      | <b>Pemakaian Pertama Kali pada Halaman</b> |
|------------------|--|--|
| <i>ICT</i>       | <i>Information and Communications Technology</i> | 1  |
| <i>SMS</i>       | <i>Short Message Service</i>                     | 1  |
| <i>GPS</i>       | <i>Global Positioning System</i>                 | 4  |
| <i>VoC</i>       | <i>Voice of Customer</i>                         | 8  |
| <i>SERVQUAL</i>  | <i>Service Quality</i>                           | 9  |
| NKP              | Nilai Kepuasan Pelanggan                         | 12   |
| <i>IPA</i>       | <i>Importance Performance Analysis</i>           | 17   |