

## DAFTAR GAMBAR

|                                                                                                   |    |
|---------------------------------------------------------------------------------------------------|----|
| Gambar I.3 Hal Yang Diharapkan Berbelanja Online .....                                            | 3  |
| Gambar II.1 Model Kano .....                                                                      | 20 |
| Gambar II.2 Tabel Evaluasi Kano.....                                                              | 21 |
| Gambar II.3 Integrasi E-Servqual dan Model Kano .....                                             | 24 |
| Gambar III.1 Model Konseptual .....                                                               | 28 |
| Gambar III.2 Sistematika Pemecahan Masalah .....                                                  | 31 |
| Gambar III.3 Sistematika Pemecahan Masalah (Lanjutan).....                                        | 32 |
| Gambar III.4 Sistematika Pemecahan Masalah (Lanjutan).....                                        | 32 |
| Gambar III.5 Kurva Distribusi Normal Tingkat Kepentingan .....                                    | 38 |
| Gambar IV.1 Pemetaan Customer Satisfaction Coefficient Dimensi Efficiency .....                   | 67 |
| Gambar IV.2 Pemetaan Customer Satisfaction Coefficient Dimensi Reliability .....                  | 68 |
| Gambar IV.3 Pemetaan Customer Satisfaction Coefficient Dimensi Responsiveness & fulfillment ..... | 69 |
| Gambar IV.4 Pemetaan Customer Satisfaction Coefficient Dimensi Compensation .                     | 70 |
| Gambar IV.5 Pemetaan Customer Satisfaction Coefficient Dimensi Privacy .....                      | 71 |
| Gambar IV.6 Pemetaan Customer Satisfaction Coefficient Dimensi Information Quality.....           | 72 |
| Gambar IV.7 Pemetaan Customer Satisfaction Coefficient Dimensi Website Design .....               | 73 |