

## DAFTAR ISI

|                                             |     |
|---------------------------------------------|-----|
| HALAMAN PENGESAHAN.....                     | i   |
| HALAMAN PERNYATAAN.....                     | iii |
| KATA PENGANTAR.....                         | iv  |
| DAFTAR ISI.....                             | 6   |
| DAFTAR TABEL.....                           | 9   |
| DAFTAR GAMBAR.....                          | 10  |
| BAB 1 .....                                 | 11  |
| PENDAHULUAN.....                            | 11  |
| 1.1    Gambaran Umum Objek Penelitian ..... | 13  |
| 1.2    Latar Belakang Masalah .....         | 14  |
| 1.3    Rumusan Masalah.....                 | 17  |
| 1.4    Pertanyaan Penelitian.....           | 18  |
| 1.5    Tujuan Penelitian.....               | 18  |
| 1.6    Ruang Lingkup Penelitian.....        | 18  |
| 1.7    Sistematika Penelitian.....          | 18  |
| BAB II .....                                | 21  |
| KAJIAN PUSTAKA .....                        | 21  |
| 2.1.    Rangkuman Teori .....               | 21  |
| 2.1.1    Marketing .....                    | 21  |
| 2.1.2    Customer Engagement.....           | 30  |
| 2.1.3    Service Industry .....             | 34  |

|                                                   |           |
|---------------------------------------------------|-----------|
| 2.1.4 Pariwisata .....                            | 35        |
| 2.2.5 Halal Tourism.....                          | 37        |
| 2.2.6 Customer Satisfaction .....                 | 40        |
| 2.2 Penelitian Terdahulu .....                    | 43        |
| 2.3 Kerangka Pemikiran.....                       | 47        |
| <b>BAB III.....</b>                               | <b>51</b> |
| <b>METODE PENELITIAN .....</b>                    | <b>51</b> |
| 3.1 Jenis Penelitian .....                        | 51        |
| 3.2 Populasi dan Sampel... ..                     | 52        |
| 3.2.1 Populasi .....                              | 52        |
| 3.2.2 Sampel... ..                                | 52        |
| 3.2.3 Teknik Sampling... ..                       | 53        |
| 3.2.4 Jumlah Sampel... ..                         | 53        |
| 3.3 Operasional Variabel... ..                    | 55        |
| 3.4 Metode Pengumpulan Data... ..                 | 57        |
| 3.5 Metode Analisis Data... ..                    | 59        |
| 3.5.1 Uji Instrumen .....                         | 59        |
| 3.5.1.1 Uji Validitas... ..                       | 61        |
| 3.5.1.2 Uji Reliabilitas... ..                    | 61        |
| 3.6 Analisis Data Partial Least Square.....       | 62        |
| 3.7 Jenis Analisis Data Partial Least Square..... | 62        |
| 3.8 Uji Validitas... ..                           | 62        |
| 3.9 Uji Reliabilitas... ..                        | 63        |

|                                                                                       |    |
|---------------------------------------------------------------------------------------|----|
| 3.10 Pengujian Hipotesis.....                                                         | 63 |
| BAB IV.....                                                                           | 66 |
| 4.1 Hasil Penelitian.....                                                             | 66 |
| 4.1.1 Gambaran Responden Penelitian .....                                             | 66 |
| 4.1.2 Uji Insrtrumen.....                                                             | 74 |
| 4,1,2,1 Uji Validitas... ..                                                           | 74 |
| 4.1.2.2 Uji Reliabilitas .....                                                        | 74 |
| 4.1.3 Analisis Data Partial Least Square.....                                         | 76 |
| 4.1.3.1 Uji Validitas... ..                                                           | 77 |
| 4.1.3.2 Uji Reliabilitas... ..                                                        | 79 |
| 4.1.4 Pengujian Hipotesis.....                                                        | 80 |
| 4.1.4.1 Uji R... ..                                                                   | 81 |
| 4.1.4.2 Uji Model Fit.....                                                            | 82 |
| 4.1.4.3 Uji T.....                                                                    | 82 |
| 4.1.4.2.1 Uji T Untuk Variabel 1.....                                                 | 83 |
| 4.1.4.2.2 Uji T Untuk Variabel 2.....                                                 | 85 |
| 4.1.4.2.3 Uji T Untuk Variabel 3.....                                                 | 87 |
| 4.2 Pembahasan.....                                                                   | 89 |
| 4.2.1 Pengaruh <i>Halal Tourism</i> terhadap <i>Customer Satisfaction</i> .....       | 89 |
| 4.2.2 Pengaruh <i>Customer Engagement</i> terhadap <i>Customer Satisfaction</i> ...89 |    |
| 4.2.3 Pengaruh <i>Religiusitas</i> terhadap hubungan <i>Halal Tourism</i> .....       | 66 |
| BAB V.....                                                                            | 92 |
| 5.1 Kesimpulan .....                                                                  | 92 |

|                                   |               |
|-----------------------------------|---------------|
| <b>5.2 Saran .....</b>            | <b>93</b>     |
| <b>5.2.1 Saran Teoritis... ..</b> | <b>93</b>     |
| <b>5.2.2 Saran Praktis... ..</b>  | <b>93</b>     |
| <br><b>DAFTAR PUSTAKA .....</b>   | <br><b>94</b> |
| <b>LAMPIRAN.....</b>              | <b>98</b>     |

