

DAFTAR ISI

Abstrak.....	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
Halaman Pernyataan Orisinalitas.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
I.1 Latar Belakang	Error! Bookmark not defined.
I.2 Rumusan Masalah	Error! Bookmark not defined.
I.3 Tujuan Tugas Akhir	Error! Bookmark not defined.
I.4 Manfaat Tugas Akhir	Error! Bookmark not defined.
I.5 Batasan dan Asumsi Tugas Akhir	Error! Bookmark not defined.
I.6 Sistematika Laporan.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
II.1 Literatur	Error! Bookmark not defined.
<i>II.1.1 Service Development</i>	<i>Error! Bookmark not defined.</i>
<i>II.1.2 Marketing Management.....</i>	<i>Error! Bookmark not defined.</i>
<i>II.1.3 Service atau layanan</i>	<i>Error! Bookmark not defined.</i>
II.2 Penelitian Terdahulu	Error! Bookmark not defined.
<i>II.2.1 Pemilihan Metode.....</i>	Error! Bookmark not defined.
<i>II.2.2 Model Kano</i>	Error! Bookmark not defined.
<i>II.3 Integrasi Service Quality dengan Model Kano</i>	Error! Bookmark not defined.
BAB III METODE PENYELESAIAN MASALAH	Error! Bookmark not defined.
III.1 Sistematika Penyelesaian Masalah.....	Error! Bookmark not defined.
<i>III.1.1 Tahap Perancangan</i>	<i>Error! Bookmark not defined.</i>

III.2	Teknik Pengumpulan Data	Error! Bookmark not defined.
III.3	Pembuatan Kuesioner	Error! Bookmark not defined.
III.3.1	<i>Kuesioner Model Kano</i>	Error! Bookmark not defined.
III.3.2	<i>Kuesioner Service Quality</i>	Error! Bookmark not defined.
III.3.3	<i>Tahapan Verifikasi</i>	Error! Bookmark not defined.
III.3.4	<i>Tahapan Usulan</i>	Error! Bookmark not defined.
III.3.5	<i>Tahapan Validasi</i>	Error! Bookmark not defined.
BAB IV PENYELESAIAN PERMASALAHAN.		Error! Bookmark not defined.
IV.1	Pengumpulan Data	Error! Bookmark not defined.
IV.2	Proses Wawancara	Error! Bookmark not defined.
IV.3	Identifikasi Atribut	Error! Bookmark not defined.
IV.4	Proses Pengumpulan Data	Error! Bookmark not defined.
IV.5	Proses Wawancara	Error! Bookmark not defined.
IV.6	Proses Penyebaran Kuesioner	Error! Bookmark not defined.
IV.7	Karakteristik Responden	Error! Bookmark not defined.
IV.8	Pengolahan Data dan Pembahasan	Error! Bookmark not defined.
IV.8.1	<i>Proses Pengolahan Data</i>	Error! Bookmark not defined.
IV.8.2	<i>Uji Validitas Pretest</i>	Error! Bookmark not defined.
IV.8.3	<i>Uji Reliabilitas Pretest</i>	Error! Bookmark not defined.
IV.8.4	<i>Uji Normalitas</i>	Error! Bookmark not defined.
IV.8.5	<i>Uji Validitas</i>	Error! Bookmark not defined.
IV.8.6	<i>Uji Reliabilitas</i>	Error! Bookmark not defined.
IV.8.7	<i>Pengolahan Data Service Quality</i> ...	Error! Bookmark not defined.
IV.8.8	<i>Pengolahan Data Model Kano</i>	Error! Bookmark not defined.
IV.8.9	<i>Customer Satisfaction Coefficient</i> ...	Error! Bookmark not defined.
IV.8.10	<i>Hasil Integrasi Service Quality Dengan Model Kano</i>	Error! Bookmark not

defined.

BAB V VALIDASI, ANALISIS HASIL, DAN IMPLIKASIError! Bookmark not defined.

V.1 Validasi..... **Error! Bookmark not defined.**

V.2 Analisis Penyelesaian Masalah..... **Error! Bookmark not defined.**

V.3 Analisis Implementasi **Error! Bookmark not defined.**

V.4 Implikasi Tugas Akhir **Error! Bookmark not defined.**

BAB VI KESIMPULAN DAN SARAN **Error! Bookmark not defined.**

VI.1 Kesimpulan..... **Error! Bookmark not defined.**

VI.2 Saran..... **Error! Bookmark not defined.**

DAFTAR PUSTAKA **Error! Bookmark not defined.**

LAMPIRAN..... **Error! Bookmark not defined.**