**DAFTAR ISI**

**PENGESAHAN**...................................................................................... **i**

**ABSTRAK**...................................................................................... **ii**

**ABSTRACT**...................................................................................... **iii**

**KATA PENGANTAR**.................................................................................... **iv**

**DAFTAR ISI**................................................................................................... **vi**

**DAFTAR TABEL**……………………………………………………….... **x**

**DAFTAR GAMBAR**……………………………………………………… **xi**

**DAFTAR LAMPIRAN**................................................................................... **xii**

**BAB I. PENDAHULUAN**....... **1**

A. Latar Belakang...................................................... 1

B. Identifikasi Masalah.................. 5

C. Batasan Penelitian.................. 5

D. Rumusan Masalah.................. 5

E. Tujuan Penelitian.................. 5

F. Manfaat Penelitian.................. 6

**BAB II. KAJIAN PUSTAKA**........................................................... **8**

1. Tinjauan Pustaka .................. 8
2. Kualitas Produk.................. 8
3. Kualitas Layanan.................. 13
4. Harga .................. 15
5. Loyalitas Konsumen.................. 18

B. Penelitian Terdahulu............................. 22

C. Kerangka Konseptual............ 23

D. Hipotesis.......... 25

**BAB III. METODOLOGI PENELITIAN**................................................ **26**

A. Objek Penelitian ................................................. 26

B. Desain Penelitian.......................................... 26

C. Variabel Penelitian.......................................... 28

D. Teknik Pengumpulan Data.......................................... 31

E. Teknik Pengambilan Sampel.......................................... 31

F. Skala Likert 32

G. Teknik Analisis Data.......................................... 33

1. Analisis Deskriptif.................. 33

2. Uji Validitas.................. 35

3. Uji Reliabilitas.................. 36

4. Uji Asumsi Klasik.................. 37

5. Uji Analisis Regresi.................. 38

6. Uji t.................. 39

1. Uji F................. 39
2. Koefisien Determinasi.................. 40

**BAB IV. HASIL ANALISIS DAN PEMBAHASAN**................................... 41

A. Gambaran Umum Objek Penelitian...........................................… 41

B. Deskripsi Responden..................................................................… 46

C. Hasil Penelitian ….....................................................................… 48

1. Uji Validitas .................. 48

2. Uji Reliabilitas.................. 50

3. Analisis Deskriptif.................. 50

4. Uji Asumsi Klasik .................. 52

5. Analisis Regresi Ganda .................. 54

D. Pembahasan…..….....................................................................… 57

**BAB V. SIMPULAN DAN SARAN.**...................................................... 61

A. Simpulan................................................................................... 61

B. Saran............................................................................................. 62

**DAFTAR PUSTAKA**....................................................................................… **64**

**LAMPIRAN**....................................................................................................... **66**