**DAFTAR ISI**

**JUDUL** i

**PENGESAHAN** ii

**ABSTRAK** iii

***ABSTRACT*** iv

**KATA PENGANTAR** v

**DAFTAR ISI**.................................................................................................... vii

**DAFTAR TABEL** ix

**DAFTAR GAMBAR** x

**DAFTAR LAMPIRAN** xi

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

1. Latar Belakang Masalah...................................................... 1
2. Identifikasi Masalah...................................................... 7
3. Batasan Masalah...................................................... 7
4. Batsan Penelitian...................................................... 8
5. Rumusan Masalah...................................................... 8
6. Tujuan Penelitian...................................................... 8
7. Manfaat Penelitian...................................................... 9

**BAB II. KAJIAN PUSTAKA**.................. 10

1. Landasan Teori...................................................... 10
	1. Kualitas Layanan...................................................... 10
	2. Promosi...................................................... 14
	3. Kepuasan Pelanggan...................................................... 19
2. Penelitian Terdahulu...................................................... 23
3. Kerangka Pemikiran...................................................... 24
4. Hipotesis Penelitian...................................................... 25

**BAB III. METODE PENELITIAN**...................................................... 26

1. Objek Penelitian...................................................... 26
2. Desain Penelitian...................................................... 26
3. Variabel Penelitian...................................................... 29
4. Teknik Pengumpulan Data................................................... 32
5. Teknik Pengambilan Sampel................................................... 33
6. Teknik Analisis Data....................................... 34
	1. Uji Kuisioner...................................................... 34
	2. Analisis Deskriptif...................................................... 36
	3. Uji Asumsi Klasik...................................................... 39

**BAB IV. HASIL ANALISIS DAN PEMBAHASAN**.................................... 44

1. Gambaran Umum Objek Penelitian............................................. 44
2. Profil Responden............................................. 45
3. Analisis Profil Responden Berdasarkan Jenis Kelamin........ 45
4. Analisis Profil Responden Berdasarkan Usia........ 46
5. Analisis Profil Responden Berdasarkan Jenis Pekerjaan........ 46
6. Uji Validitas dan Reliabilitas............................................. 47
7. Uji Validitas............................................. 47
8. Uji Reliabilitas............................................. 49
9. Analisis Deskriptif............................................. 50
10. Uji Asumsi Klasik............................................. 56
11. Uji Normalitas............................................. 56
12. Uji multikolinearitas............................................. 56
13. Uji Heterokedastisitas............................................. 57
14. Analisis Regresi Linear Berganda............................................. 58
15. Uji keberartian Model (Uji F) ............................................. 58
16. Uji Signifikan Koefisien (Uji t) ............................................. 59
17. Koefisien Determinasi (R2) ................................................... 60
18. Hasil Penelitian............................................................................. 61
19. Pembahasan............................................. 63

**BAB V. SIMPULAN DAN SARAN**............................................. 65

1. Simpulan............................................. 65
2. Saran............................................. 65

**DAFTAR PUSTAKA**...................................................................................... 67

**LAMPIRAN**..................................................................................................... 69