

DAFTAR GAMBAR

2.1	Gambar Model Management Strategi Komprehensif (David, 2011)	15
2.2	Gambar Hirarki Model AHP	21
2.3	Gambar Kerangka Pemikiran	31
3.1	Gambar Langkah – Langkah Penelitian	35
4.1	Gambar Gambar Lokasi Perusahaan	36
4.2	Gambar Gambar Struktur Organisasi PT Janani Abadi	38
4.3	Gambar Struktur Hirarki Masalah Pemilihan Strategi Marketing.....	39
4.4	Gambar <i>Inconsistency Ratio</i> Kriteria Utama.....	58
4.5	Gambar <i>Inconsistency Ratio</i> Kriteria Pelayanan	59
4.6	Gambar <i>Inconsistency Ratio</i> Kriteria Biaya	59
4.7	Gambar <i>Inconsistency Ratio</i> Kriteria Kualitas	60
4.8	Gambar <i>Inconsistency Ratio</i> Kriteria Cara/Metode Pengiriman	60
4.9	Gambar <i>Grafik Performance</i>	61
4.10	Gambar <i>Grafik Dynamic</i>	61
4.11	Gambar <i>Four Graphs</i>	62
5.1	Gambar Bobot Penilaian Kriteria Utama	63
5.2	Gambar Bobot Penilaian Kriteria Pelayanan.....	65
5.3	Gambar Bobot Penilaian Kriteria Biaya	66
5.4	Gambar Bobot Penilaian Kriteria Kualitas	67
5.5	Gambar Bobot Penilaian Kriteria Cara/Metode Pengiriman	68