

DAFTAR GAMBAR

Gambar 2.1 Model Konseptual SERVQUAL	16
Gambar 2.3 Diagram Cartesius Penilaian Kepuasan Pelanggan.....	19
Gambar 2.3 Model <i>House of Quality</i> (HOQ)	21
Gambar 3.1 Diagram Alir Pelaksanaan Penelitian.....	35
Gambar 4.1 Diagram Kartesius Matriks Kualitas Pelayanan dan Kepuasan Pelanggan	55
Gambar 4.2 Technical Correlation Masing – Masing Atribut.....	63
Gambar 4.3 Hasil QFD	65

