

DAFTAR TABEL

Halaman

Tabel 2.1 Review Jurnal Terkait.....	19
Tabel 4.1 Hasil Data Uji Validitas	33
Tabel 4.2 Uji Reabilitas Persepsi	34
Tabel 4.3 Uji Reabilitas Harapan.....	35
Tabel 4.4 Score Harapan Pelanggan	36
Tabel 4.5 Score Persepsi Pelanggan	38
Tabel 4.6 Score Servqual	40
Tabel 4.7 Score Servqual Dalam lima Dimensi.....	42
Tabel 4.8 Kepuasan Pelanggan Terhadap Pelayanan.....	43
Tabel 4.9 ACV (Achived Customer Value).....	46
Tabel 4.10 UDCV (Ultimately Desired Customer Value).....	48
Tabel 4.11 PGCV (Potential Gain Customer Value)	50
Tabel 5.1 <i>Score Servqual</i> dimensi <i>Tangible</i>	51
Tabel 5.2 <i>Score Servqual</i> dimensi <i>Reability</i>	52
Tabel 5.3 <i>Score Servqual</i> dimensi <i>Responsiveness</i>	53
Tabel 5.4 <i>Score Servqual</i> dimensi <i>Assurance</i>	54
Tabel 5.5 <i>Score Servqual</i> dimensi <i>Emphaty</i>	55
Tabel 5.6 Perbandingan Servqual dengan Diagram Kartesius.....	55
Tabel 5.7 Index PGCV	58