

DAFTAR ISI

	Halaman
PERNYATAAN BEBAS DARI PLAGIAT	i
PERTANGGUNGJAWABAN SKRIPSI	ii
PENGESAHAN SKRIPSI	iii
UCAPAN TERIMA KASIH	iv
ABSTRAK	viii
<i>ABSTRACT</i>	ix
RINGKASAN.....	x
DAFTAR ISI	xv
DAFTAR TABEL	xvii
DAFTAR GAMBAR	xviii
DAFTAR LAMPIRAN.....	xix
1. <i>INTRODUCTION</i>	17
2. <i>LITERATURE REVIEW</i>	19
2.1 <i>Complaint Handling and Customer Satisfication</i>	19
2.2 <i>Service Quality and Customer Satisfication</i>	19
2.3 <i>Customer Satisfication and Customer Loyalty</i>	19
2.4 <i>Complaint Handling and Customer Loyalty</i>	19
2.5 <i>Service Quality and Customer Loyalty</i>	20
3. <i>METHODS</i>	20
3.1 <i>Measurement</i>	20
3.2 <i>Sampling and Data Collection</i>	20
3.3 <i>Data Analysis</i>	20
4. <i>RESULT AND DISCUSSION</i>	20
4.1 <i>Respondent Characteristics</i>	20
4.2 <i>Measurement and Structural Models</i>	21
4.2.1 <i>Hypotheses Testing</i>	22

5. <i>CONCLUSION</i>	24
6. <i>ACKNOWLEDGEMENT</i>	24
<i>REFERENCES</i>	25