

DAFTAR ISI

HALAMAN JUDUL.....	Error! Bookmark not defined.
PENGESAHAN TESIS	ii
MOTTO.....	iii
PERSEMBAHAN	iv
SERTIFIKASI.....	v
ABSTRAKSI.....	vi
<i>ABSTRACT</i>	vii
KATA PENGANTAR	viii
DAFTAR ISI.....	x
DAFTAR TABEL.....	16
DAFTAR GAMBAR.....	18
DAFTAR LAMPIRAN.....	19
 1 BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Perumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian dan Kegunaan Penelitian.....	Error! Bookmark not defined.

1.3.1	Tujuan Penelitian.....	Error! Bookmark not defined.
1.3.2	Kegunaan Penelitian.....	Error! Bookmark not defined.
2	BAB II TELAH PUSTAKA DAN PENGEMBANGAN MODEL	Error!
	Bookmark not defined.	
2.1	Konsep Dasar.....	Error! Bookmark not defined.
2.1.1	Orientasi Pesaing	Error! Bookmark not defined.
2.1.2	Kemampuan Inovasi Pelayanan	Error! Bookmark not defined.
2.1.3	Kualitas Penciptaan Nilai Bersama	Error! Bookmark not defined.
2.1.4	Proposisi Nilai Layanan	Error! Bookmark not defined.
2.1.5	Kinerja Pemasaran.....	Error! Bookmark not defined.
2.2	Pengaruh Antar Variabel dan Pengembangan Hipotesis.....	Error! Bookmark not defined.
2.2.1	Pengaruh Orientasi Pesaing dengan Kemampuan Inovasi Pelayanan	Error! Bookmark not defined.
2.2.2	Pengaruh Orientasi Pesaing dengan Kualitas Penciptaan Nilai Bersama	Error! Bookmark not defined.
2.2.3	Pengaruh Kualitas Penciptaan Nilai Bersama dengan Kemampuan Inovasi Pelayanan.....	Error! Bookmark not defined.

2.2.4	Pengaruh Kemampuan Inovasi Pelayanan dengan Proposisi Nilai Layanan	Error! Bookmark not defined.
2.2.5	Pengaruh Proposisi Nilai Layanan dengan Kinerja Pemasaran ..	Error! Bookmark not defined.
2.2.6	Pengaruh Kualitas Penciptaan Nilai Bersama dengan Kinerja Pemasaran	Error! Bookmark not defined.
2.3	Penelitian Terdahulu.....	Error! Bookmark not defined.
2.4	Pengembangan Model Penelitian	Error! Bookmark not defined.
2.5	Dimensionalisasi Variabel.....	Error! Bookmark not defined.
2.6	Implikasi Hipotesis	Error! Bookmark not defined.
3	BAB III METODE PENELITIAN.....	Error! Bookmark not defined.
3.1	Jenis dan Sumber Data	Error! Bookmark not defined.
3.2	Penentuan Populasi dan Sampel	Error! Bookmark not defined.
3.2.1	Populasi	Error! Bookmark not defined.
3.2.2	Sampel	Error! Bookmark not defined.
3.3	Metode Pengumpulan Data	Error! Bookmark not defined.
3.4	Uji Validitas dan Reliabilitas Data	Error! Bookmark not defined.
3.4.1	Uji Validitas.....	Error! Bookmark not defined.
3.4.2	Uji Reliabilitas.....	Error! Bookmark not defined.

3.5	Teknik Analisis.....	Error! Bookmark not defined.
4	BAB IV ANALISIS DATA DAN PENGUJIAN HIPOTESIS	Error! Bookmark not defined.
4.1	Gambaran Umum Objek Penelitian.....	Error! Bookmark not defined.
4.2	Analisis Indeks Variabel.....	Error! Bookmark not defined.
4.2.1	Indeks Variabel Orientasi Pesaing.....	Error! Bookmark not defined.
4.2.2	Indeks Variabel Kualitas Penciptaan Nilai Bersama	Error! Bookmark not defined.
4.2.3	Indeks Variabel Kemampuan Inovasi Pelayanan	Error! Bookmark not defined.
4.2.4	Indeks Variabel Proposisi Nilai Layanan	Error! Bookmark not defined.
4.2.5	Indeks Variabel Kinerja Pemasaran	Error! Bookmark not defined.
4.3	Pengujian Model Penelitian.....	Error! Bookmark not defined.
4.3.1	Analisis Faktor Konfirmatori	Error! Bookmark not defined.
4.3.2	Uji Kelayakan Model	Error! Bookmark not defined.
4.3.3	Uji Validitas dan Reliabilitas.....	Error! Bookmark not defined.
4.3.4	Uji Asumsi SEM.....	Error! Bookmark not defined.
4.4	Hasil Analisis SEM	Error! Bookmark not defined.

4.4.1	Hasil Analisis Pengaruh	Error! Bookmark not defined.
4.4.2	Pengaruh Langsung dan Tidak Langsung.....	Error! Bookmark not defined.
4.4.3	R Square	Error! Bookmark not defined.
4.5	Pengujian Hipotesis	Error! Bookmark not defined.
4.5.1	Pengujian Hipotesis 1	Error! Bookmark not defined.
4.5.2	Pengujian Hipotesis 2	Error! Bookmark not defined.
4.5.3	Pengujian Hipotesis 3	Error! Bookmark not defined.
4.5.4	Pengujian Hipotesis 4	Error! Bookmark not defined.
4.5.5	Pengujian Hipotesis 5	Error! Bookmark not defined.
4.5.6	Pengujian Hipotesis 6	Error! Bookmark not defined.
5	BAB V KESIMPULAN DAN IMPLIKASI KEBIJAKAN.....	Error! Bookmark not defined.
5.1	Ringkasan Penelitian	Error! Bookmark not defined.
5.2	Kesimpulan Hipotesis.....	Error! Bookmark not defined.
5.2.1	Kesimpulan Atas Hipotesis	Error! Bookmark not defined.
5.2.2	Kesimpulan Atas Masalah Penelitian ..	Error! Bookmark not defined.
5.3	Implikasi	Error! Bookmark not defined.
5.3.1	Implikasi Teoritis.....	Error! Bookmark not defined.

5.3.2 Implikasi Manajerial..... **Error! Bookmark not defined.**

5.4 Keterbatasan Penelitian dan Agenda Penelitian Mendatang**Error!**

Bookmark not defined.

DAFTAR PUSTAKA **Error! Bookmark not defined.**

DAFTAR LAMPIRAN **Error! Bookmark not defined.**

