

## DAFTAR ISI

PERSETUJUAN SKRIPSI .....	ii
PENGESAHAN KELULUSAN UJIAN .....	iii
PERNYATAAN ORISINALITAS SKRIPSI .....	iv
<i>ABSTRACT</i> .....	vi
ABSTRAK .....	vii
KATA PENGANTAR .....	viii
DAFTAR ISI .....	xi
DAFTAR GAMBAR .....	xiv
DAFTAR TABEL .....	xv
DAFTAR LAMPIRAN .....	xvi
BAB I .....	1
1.1 Latar Belakang .....	1
1.2 Rumusan Masalah .....	10
1.3 Tujuan Penelitian .....	12
1.4 Manfaat Penelitian .....	12
1.5 Sistematika Penulisan .....	13
BAB II .....	15
2.1 Landasan Teori <i>Service Dominant Logic</i> .....	15
2.2 Variabel Penelitian .....	16
2.2.1 Customer Loyalty .....	16
2.2.2 Perceived Customer Value .....	18
2.2.3 Brand Image .....	19
2.2.4 Price .....	20
2.2.5 Customer Satisfaction .....	21
2.3 Hubungan Antar Variabel .....	22
2.3.1 Perceived Customer Value terhadap Customer Satisfaction .....	22
2.3.2 Price terhadap Customer Satisfaction .....	23
2.3.3 Brand Image terhadap Customer Satisfaction .....	25
2.3.4 Customer Satisfaction terhadap Customer Loyalty .....	27
2.3.5 Perceived Customer Value terhadap Customer Loyalty .....	28

2.3.6 Brand Image terhadap Customer Loyalty .....	30
2.3.7 Price terhadap Customer Loyalty .....	31
2.4 Kerangka Penelitian .....	33
BAB III .....	34
3.1 Variabel Penelitian dan Definisi Variabel Operasional .....	34
3.1.1 Variabel Penelitian.....	34
3.1.2 Definisi Variabel Bebas .....	35
3.2 Populasi dan Sampel .....	38
3.2.1 Populasi.....	38
3.2.2 Sampel.....	39
3.3 Jenis dan Sumber Data .....	40
3.3.1 Jenis Data .....	40
3.3.2 Sumber Data.....	40
3.4 Metode Pengumpulan Data .....	41
3.4.1 Kuesioner .....	41
3.4.2 Literatur Ilmiah .....	42
3.5 Metode Analisis Data .....	42
3.5.1 Pengujian Kualitas Data Penelitian .....	42
3.5.2 Pengujian Structural Equation Modeling (SEM) .....	43
3.5.3 Istilah Dasar dalam SEM.....	44
3.5.4 Langkah Permodelan dan Analisis Persamaan Struktural .....	46
BAB IV .....	54
4.1 Deskripsi Objek Penelitian.....	54
4.1.1 Gambaran Objek Penelitian.....	54
4.1.2 Gambaran Responden Penelitian .....	55
4.2 Analisa SEM.....	58
4.2.1 Uji Normalitas Data .....	58
4.2.2 Uji Validitas.....	59
4.2.3 Uji Reliabilitas .....	60
4.2.4 Uji Outliers.....	62
4.2.5 Uji CFA Variabel Eksogen.....	63
4.2.6 Uji CFA Variabel Endogen .....	71

4.2.9 Uji Hipotesis .....	85
4.3 Interpretasi Hasil .....	89
4.3.1 Pengaruh <i>Brand Image</i> terhadap <i>Customer Satisfaction</i> .....	89
4.3.4 Pengaruh <i>Customer Satisfaction</i> terhadap <i>Customer Loyalty</i> .....	92
4.3.5 Pengaruh <i>Brand Image</i> terhadap <i>Customer Loyalty</i> .....	93
4.3.6 Pengaruh <i>Perceived Customer Value</i> terhadap <i>Customer Loyalty</i> .....	94
4.3.7 Pengaruh <i>Price</i> terhadap <i>Customer Loyalty</i> .....	94
BAB V .....	96
5.1 Kesimpulan .....	96
5.2 Implikasi Teoritis.....	100
5.3 Implikasi Manajerial .....	102
DAFTAR PUSTAKA.....	108

