

## DAFTAR ISI

ABSTRAK .....	Error! Bookmark not defined.
KATA PENGANTAR .....	Error! Bookmark not defined.
DAFTAR TABEL .....	Error! Bookmark not defined.
DAFTAR GAMBAR .....	Error! Bookmark not defined.
DAFTAR LAMPIRAN .....	Error! Bookmark not defined.
BAB I .....	Error! Bookmark not defined.
PENDAHULUAN .....	Error! Bookmark not defined.
1.1 Latar Belakang .....	Error! Bookmark not defined.
1.2 Identifikasi Dan Rumusan Masalah .....	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah .....	Error! Bookmark not defined.
1.2.2 Rumusan Masalah .....	Error! Bookmark not defined.
1.3 Maksud Dan Tujuan Penelitian .....	Error! Bookmark not defined.
1.3.1 Maksud Penelitian .....	Error! Bookmark not defined.
1.3.2 Tujuan Penelitian .....	Error! Bookmark not defined.
1.4 Kegunaan Penelitian .....	Error! Bookmark not defined.
1.4.1 Kegunaan Praktis .....	Error! Bookmark not defined.
1. Perusahaan .....	Error! Bookmark not defined.
2. Pihak Terkait .....	Error! Bookmark not defined.
3. Pihak Lain .....	Error! Bookmark not defined.
1.4.2 Kegunaan Akademis .....	Error! Bookmark not defined.
1. Bagi Pengetahuan Ilmu .....	Error! Bookmark not defined.
2. Bagi Peneliti .....	Error! Bookmark not defined.
3. Bagi Peneliti Lain .....	Error! Bookmark not defined.
1.5 Lokasi Dan Waktu Penelitian .....	Error! Bookmark not defined.
1.5.1 Lokasi Penelitian .....	Error! Bookmark not defined.
1.5.2 Waktu Penelitian .....	Error! Bookmark not defined.
BAB II .....	Error! Bookmark not defined.
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS .....	Error! Bookmark not defined.
2.1 Kajian Pustaka .....	Error! Bookmark not defined.
2.1.1 Manfaat Kepercayaan .....	Error! Bookmark not defined.
2.1.2 Manfaat Sosial .....	Error! Bookmark not defined.
2.1.3 Manfaat Perlakuan Khusus .....	Error! Bookmark not defined.
2.1.4 Kepuasan Pelanggan .....	Error! Bookmark not defined.
2.1.5 Hasil Penelitian Terdahulu .....	Error! Bookmark not defined.
2.2 Kerangka Pemikiran .....	Error! Bookmark not defined.
2.2.1 Pengaruh Manfaat Kepercayaan terhadap Keputusan Pembelian .....	Error! Bookmark not defined.
2.2.2 Pengaruh Manfaat Sosial terhadap Kepuasan Pelanggan .....	Error! Bookmark not defined.
2.2.3 Pengaruh Manfaat Kepercayaan, Manfaat Sosial dan Manfaat Perlakuan Khusus terhadap Kepuasan Pelanggan .....	Error! Bookmark not defined.
2.3 Hipotesis .....	Error! Bookmark not defined.
BAB III .....	Error! Bookmark not defined.
METODOLOGI PENELITIAN .....	Error! Bookmark not defined.
3.1 Objek Penelitian .....	Error! Bookmark not defined.
3.2 Metode Penelitian .....	Error! Bookmark not defined.
3.2.1 Desain Penelitian .....	Error! Bookmark not defined.

3.2.2	Operasional Variabel .....	Error! Bookmark not defined.
3.2.3	Sumber dan Teknik Penentuan Data .....	Error! Bookmark not defined.
3.2.4	Teknik Pengumpulan Data .....	Error! Bookmark not defined.
3.2.5	Analisis Data dan Pengujian Hipotesis ....	Error! Bookmark not defined.
BAB IV	.....	Error! Bookmark not defined.
HASIL PENELITIAN DAN PEMBAHASAN .....		Error! Bookmark not defined.
4.1	Gambaran Umum Perusahaan .....	Error! Bookmark not defined.
4.1.1	Sejarah Singkat Perusahaan .....	Error! Bookmark not defined.
4.1.2	Struktur Organisasi .....	Error! Bookmark not defined.
4.2	Karakteristik Responden .....	Error! Bookmark not defined.
4.2.1	Karakteristik Responden Berdasarkan Jenis Kelamin	Error! Bookmark not defined.
4.2.2	Karakteristik Responden Berdasarkan Usia	Error! Bookmark not defined.
4.2.3	Karakteristik Responden Berdasarkan Pekerjaan	Error! Bookmark not defined.
4.2.4	Karakteristik Responden Berdasarkan Pengeluaran Perbulan	Error! Bookmark not defined.
4.3	Anailisis Deskripsi .....	Error! Bookmark not defined.
4.3.1	Analisis Deskriptif Manfaat Kepercayaan Sebagai Variabel X1	Error! Bookmark not defined.
4.3.2	Analisis Deskriptif Manfaat Sosial sebagai Variabel X2	Error! Bookmark not defined.
4.3.4	Analisis Deskriptif Kepuasan Pelanggan Sebagai Variabel Y	Error! Bookmark not defined.
4.4	Analisis Verifikatif .....	Error! Bookmark not defined.
4.4.1	Persamaan Regresi Linier Berganda .....	Error! Bookmark not defined.
4.4.2	Uji Asumsi Klasik .....	Error! Bookmark not defined.
4.4.3	Analisis Korelasi .....	Error! Bookmark not defined.
4.4.4	Analisis Koefesien Determinasi .....	Error! Bookmark not defined.
4.5	Uji Hipotesis .....	Error! Bookmark not defined.
4.5.1	Pengujian Secara Parsial (Uji-T) .....	Error! Bookmark not defined.
4.5.2	Pengujian Secara Simultan (Uji-F) .....	Error! Bookmark not defined.
BAB V	.....	Error! Bookmark not defined.
KESIMPULAN DAN SARAN .....		Error! Bookmark not defined.
5.1	Kesimpulan .....	Error! Bookmark not defined.
5.2	Saran .....	Error! Bookmark not defined.
DAFTAR PUSTAKA .....		Error! Bookmark not defined.
LAMPIRAN-LAMPIRAN .....		Error! Bookmark not defined.