

DAFTAR ISI

HALAMAN JUDUL	Error! Bookmark not defined.
HALAMAN PERSETUJUAN	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	3
DAFTAR GAMBAR	4
DAFTAR LAMPIRAN	5
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Manfaat Penelitian	Error! Bookmark not defined.
1.4.1 Manfaat Teoritis	Error! Bookmark not defined.
1.4.2 Manfaat Praktis	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 Penelitian Terdahulu	Error! Bookmark not defined.
2.2 Landasan Teoritis	Error! Bookmark not defined.
2.3 Landasan Konseptual	Error! Bookmark not defined.
2.3.1 Strategi	Error! Bookmark not defined.
2.3.2 Komunikasi	Error! Bookmark not defined.
2.3.3 Strategi Komunikasi	Error! Bookmark not defined.
2.3.4 Faktor-faktor Strategi Komunikasi	Error! Bookmark not defined.
2.3.5 Tujuan Strategi Komunikasi	Error! Bookmark not defined.
2.3.6 <i>Customer Service</i>	Error! Bookmark not defined.
2.3.7 Loyalitas Pelanggan	Error! Bookmark not defined.
2.4 Kerangka Pemikiran	Error! Bookmark not defined.
BAB III METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1 Paradigma Penelitian	Error! Bookmark not defined.
3.2 Metodologi Penelitian	Error! Bookmark not defined.
3.3 Desain Penelitian	Error! Bookmark not defined.
3.4 Sifat Penelitian	Error! Bookmark not defined.
3.5 Setting dan Subjek Penelitian	Error! Bookmark not defined.
3.5.1 Setting Penelitian	Error! Bookmark not defined.
3.5.2 Subjek Penelitian	Error! Bookmark not defined.
3.6 Informan dan <i>Key Informan</i>	Error! Bookmark not defined.

3.6.1 Informan.....	Error! Bookmark not defined.
3.6.2 <i>Key</i> Informan	Error! Bookmark not defined.
3.7 Jenis Data dan Sumber Data.....	Error! Bookmark not defined.
3.7.1 Jenis Data.....	Error! Bookmark not defined.
3.7.2 Sumber Data	Error! Bookmark not defined.
3.8 Teknik Pengumpulan Data	Error! Bookmark not defined.
3.9 Uji Keabsahan Data.....	Error! Bookmark not defined.
3.10 Teknik Analisis Data	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Subjek Penelitian.....	Error! Bookmark not defined.
4.1.1 Profil <i>Store</i> H&M Grand Indonesia.....	Error! Bookmark not defined.
4.1.2 Visi dan Misi H&M.....	Error! Bookmark not defined.
4.1.3 Struktur Organisasi H&M	Error! Bookmark not defined.
4.2 Deskripsi Hasil Penelitian	Error! Bookmark not defined.
4.3 Pembahasan Hasil Penelitian.....	Error! Bookmark not defined.
4.3.1 Strategi Komunikasi <i>Customer Service</i> H&M <i>Store</i> Grand Indonesia dalam Mempertahankan Loyalitas Pelanggan.....	Error! Bookmark not defined.
BAB V KESIMPULAN	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
5.2.1 Bagi Perusahaan	Error! Bookmark not defined.
5.2.2 Bagi Peneliti Selanjutnya	Error! Bookmark not defined.
DAFTAR PUSTAKA	1
LAMPIRAN	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1.1 Data <i>Sales UPT Store H&M Grand Indonesia</i>	Error! Bookmark not defined.
Tabel 2.1 Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 3.1 Desain Penelitian	Error! Bookmark not defined.
Tabel 3.2 Informan <i>Customer Service</i>	Error! Bookmark not defined.
Tabel 3.3 Informan Pelanggan	Error! Bookmark not defined.
Tabel 3.4 <i>Key Informan</i>	Error! Bookmark not defined.

DAFTAR GAMBAR

- Gambar 2.1 Kerangka Pemikiran.....**Error! Bookmark not defined.**
Gambar 4.1 Logo H&M.....**Error! Bookmark not defined.**
Gambar 4.2 Struktur Organisasi H&M Grand Indonesia**Error! Bookmark not defined.**

DAFTAR LAMPIRAN

Lampiran 1. Hasil Wawancara.....	Error! Bookmark not defined.
Lampiran 2. Dokumentasi Penelitian.....	Error! Bookmark not defined.
Lampiran 3. Absensi Bimbingan	Error! Bookmark not defined.
Lampiran 4. Daftar Riwayat Hidup.....	Error! Bookmark not defined.