

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR	3
DAFTAR TABEL	4
BAB 1	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah	2
1.3 Tujuan Penelitian	2
1.4 Manfaat Penelitian	2
1.4.1 Manfaat Teoritis	2
1.4.2 Manfaat Praktis	2
BAB 2	Error! Bookmark not defined.
TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 Landasan Teori	4
2.1.1 Komunikasi	Error! Bookmark not defined.
2.1.2 <i>Public Relation</i>	Error! Bookmark not defined.
2.1.3 Komunikasi Antarpribadi/Interpersonal	7
2.1.4 Kualitas Pelayanan	8
2.1.5 Nasabah	Error! Bookmark not defined.
2.1.6 Kepuasan Nasabah	Error! Bookmark not defined.
2.2 Penelitian – penelitian yang Relevan	Error! Bookmark not defined.
2.3 Kerangka Pemikiran	Error! Bookmark not defined.
2.4 Hipotesis	Error! Bookmark not defined.
BAB 3	Error! Bookmark not defined.
METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1 Rencana Penelitian	Error! Bookmark not defined.
3.1.1 Metode dan Jenis Penelitian	Error! Bookmark not defined.
3.1.2 Objek Penelitian	Error! Bookmark not defined.
3.1.3 Tempat dan Waktu Penelitian	Error! Bookmark not defined.
3.2 Populasi dan Sampel Penelitian	Error! Bookmark not defined.
3.2.1 Populasi Penelitian	Error! Bookmark not defined.

3.2.2	Sampel Penelitian	Error! Bookmark not defined.
3.3	Definisi Operasional Variabel	20
3.4	Teknik Pengumpulan Data	21
3.5	Teknik Analisis Data	22
3.5.1	Analisis Statistik Deskriptif	Error! Bookmark not defined.
BAB 4	25
HASIL DAN PEMBAHASAN		
25		
4.1	Gambaran Umum Objek Penelitian	25
4.1.1	Sejarah Institusi Perusahaan	25
4.1.2	Struktur Organisasi dan Fungsi	25
4.2	Hasil Penelitian	Error! Bookmark not defined.
4.2.1	Statistik Deskriptif	Error! Bookmark not defined.
4.2.2	Hasil Analisis Deskriptif	Error! Bookmark not defined.
4.2.3	Hasil Uji Validitas	30
4.2.4	Hasil Uji Reliabilitas	32
4.2.5	Uji Signifikan Simultan (Uji Statistik F)	33
4.2.6	Uji Signifikan Parameter Individual (Uji statistic t)	33
4.3	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
4.3.1	Pembahasan Hasil Usia	Error! Bookmark not defined.
4.3.2	Pembahasan Jenis Kelamin	Error! Bookmark not defined.
4.3.3	Pembahasan Hasil Pekerjaan	Error! Bookmark not defined.
4.3.3	Pengaruh Kualitas Pelayanan (X) terhadap Kepuasan Nasabah pada Bank BTN Kantor Cabang Jakarta Kebon Jeruk (Y)	Error! Bookmark not defined.
BAB 5	Error! Bookmark not defined.
PENUTUP		
Error! Bookmark not defined.		
5.1	Kesimpulan	Error! Bookmark not defined.
5.2	Saran - saran	Error! Bookmark not defined.
5.2.1	Bagi Perusahaan	Error! Bookmark not defined.
5.2.2	Bagi Peneliti	Error! Bookmark not defined.
DAFTAR PUSTAKA	40
LAMPIRAN	42

DAFTAR GAMBAR

Gambar 2.1 Model Komunikasi Lasswell	Error! Bookmark not defined.
Gambar 2.2 Kerangka Berpikir	17
Gambar 4.1 Struktur Organisasi Bank BTN KC Jakarta Kebon Jeruk (Bagian Pelayanan)	25

DAFTAR TABEL

Tabel 1.1 Indeks Layanan 5 Tahun Terakhir	Error! Bookmark not defined.
Tabel 2.2 Penelitian Relevan	16
Tabel 3.1 Definisi Operasional Variabel	21
Tabel 3.2 Skala Likert	22
Tabel 4.1 Usia	Error! Bookmark not defined.
Tabel 4.2 Jenis Kelamin	Error! Bookmark not defined.
Tabel 4.3 Pekerjaan	Error! Bookmark not defined.
Tabel 4.4 Analisis Deskriptif Kualitas Pelayanan .	Error! Bookmark not defined.
Tabel 4.5 Analisis Deskriptif Kepuasan Nasabah .	Error! Bookmark not defined.
Tabel 4.6 Hasil Uji Validasi Variabel Kualitas Pelayanan (X)	31
Tabel 4.7 Hasil Uji Validasi Kepuasan Nasabah (Y)	32
Tabel 4.8 Hasil Uji Realibilitas Variabel Kualittas Pelayanan (X) dan Kepuasan Nasabah (Y)	33
Tabel 4.9 Hasil Uji Signifikan Simultan	33
Tabel 4.10 Hasil Uji statistik (t)	34
Tabel 4.11 Makna nilai korelasi <i>Product Moment</i>	Error! Bookmark not defined.
Tabel 4.12 Correlations	35