

## DAFTAR ISI

BAB I.....	1
PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah .....	11
1.3 Tujuan Penelitian.....	12
1.4 Manfaat Penelitian.....	12
BAB II .....	14
TINJAUAN PUSTAKA .....	14
2.1 Kondisi Umum .....	14
2.2 Landasan Teori .....	17
2.2.1 Teori Stimulus-Organism-Response (S-O-R).....	17
2.2.2 <i>Electronic Customer Relationship Management (e-CRM)</i> .....	19
2.2.3 Kepuasan Pelanggan.....	23
2.2.4 Loyalitas Pelanggan.....	27
2.3 Penelitian Terdahulu.....	30
2.4 Kerangka Pemikiran .....	33
2.5 Hipotesis .....	34
2.5.1 <i>Pengaruh Electronic Customer Relationship Management</i> terhadap <i>Customer Loyalty</i> .....	34
2.5.2 <i>Pengaruh Electronic Customer Relationship Management</i> terhadap Customer Satisfaction.....	35
2.5.3 <i>Pengaruh Customer Satisfaction</i> terhadap Customer Loyalty .....	35
2.5.4 <i>Pengaruh Electronic Customer Relationship Management</i> terhadap Customer Loyalty dengan melalui Customer Satisfaction sebagai variabel intervening .....	36
BAB III.....	38
METODOLOGI PENELITIAN .....	38
3.1 Jenis Penelitian .....	38
3.2 Populasi dan Sampel.....	39
3.3 Teknik Pengumpulan Data .....	41
3.4 Definisi Operasional Variabel .....	42
3.5 Metode Analisis Data .....	44
3.5.1 Outer Model.....	45
3.5.2 Inner Model.....	46
BAB IV.....	49
HASIL DAN PEMBAHASAN .....	49
4.1 Deskripsi Data Penelitian .....	49

4.2 Deskripsi Statistik Penelitian.....	53
4.3 Hasil Penelitian.....	55
4.3.1 Outer Model.....	55
4.3.2 Inner Model.....	60
BAB V .....	69
KESIMPULAN DAN SARAN .....	69
5.1 Kesimpulan.....	69
5.2 Keterbatasan Penelitian .....	70
5.3 Saran .....	71
DAFTAR PUSTAKA .....	73
LAMPIRAN.....	84