

## DAFTAR ISI

|   |      |
|---|------|
| HALAMAN JUDUL.....                        | i    |
| HALAMAN PENGESAHAN TUGAS AKHIR.....       | ii   |
| PERNYATAAN BEBAS PLAGIASI.....            | iii  |
| KATA PENGANTAR.....                       | iv   |
| DAFTAR GAMBAR .....                       | vii  |
| DAFTAR TABEL.....                         | viii |
| INTISARI.....                             | ix   |
| ABSTRACT.....                             | x    |
| BAB I PENDAHULUAN.....                    | 1    |
| I.1 Latar Belakang.....                   | 1    |
| I.2. Rumusan Masalah.....                 | 4    |
| I.3 Tujuan Penelitian .....               | 5    |
| I.4. Manfaat Penelitian .....             | 5    |
| I.5 Kerangka Berpikir.....                | 6    |
| BAB II GAMBARAN UMUM PENULISAN .....      | 7    |
| II.1 Kondisi Umum .....                   | 7    |
| II.2 Tinjauan Pustaka.....                | 8    |
| II.2.2 Kualitas Pelayanan .....           | 11   |
| II.2.3 Kepuasan Nasabah.....              | 14   |
| II.3 Keaslian Penelitian .....            | 17   |
| II.4 Hipotesis Penelitian.....            | 20   |
| II.4.1 Brand Image .....                  | 20   |
| II.4.2 Kualitas Pelayanan .....           | 20   |
| BAB III METODOLOGI PENELITIAN.....        | 22   |
| III.1 Desain Penelitian.....              | 22   |
| III.2 Sumber Data.....                    | 22   |
| III.3 Teknik Pengumpulan Data .....       | 22   |
| III.4 Populasi dan Sampel .....           | 23   |
| III.4.1 Populasi .....                    | 23   |
| III.4.2 Sampel.....                       | 23   |
| III.5 Definisi Operasional Variabel ..... | 25   |

|   |    |
|---|----|
| III.5.1 Variabel Bebas ( <i>Independent Variable</i> )..... | 25 |
| III.5.2 Variabel Terikat ( <i>Dependen Variable</i> ) ..... | 25 |
| III.6 Teknik Analisis Data .....                            | 26 |
| III.6.1 Uji Instrumen Penilaian.....                        | 27 |
| III.6.2 Uji Asumsi Klasik .....                             | 28 |
| III.6.3 Uji Hipotesis .....                                 | 29 |
| III.6.4 Analisis Regresi Linear Berganda .....              | 31 |
| BAB IV ANALISIS DAN PEMBAHASAN .....                        | 32 |
| IV.1 Analisis Deskriptif.....                               | 32 |
| IV.1.1 Karakteristik Responden .....                        | 32 |
| IV.1.2 Hasil Analisis Deskriptif .....                      | 35 |
| IV.1.3 Hasil Jawaban Responden .....                        | 38 |
| IV.2 Uji Instrumen Penilaian.....                           | 42 |
| IV.2.1 Uji Validitas .....                                  | 42 |
| IV.2.2 Uji Reliabilitas.....                                | 45 |
| IV.3 Uji Asumsi Klasik .....                                | 47 |
| IV.3.1 Uji Normalitas .....                                 | 47 |
| IV.3.2. Uji Multikolinearitas .....                         | 48 |
| IV.3.3. Uji Heteroskedastisitas .....                       | 49 |
| IV.4 Uji Hipotesis.....                                     | 49 |
| IV.4.1 Uji t.....   | 49 |
| IV.4.2 Uji F.....   | 51 |
| IV.4.3 Uji Koefisien Determinasi.....                       | 52 |
| IV.5 Analisis Regresi Linear Berganda .....                 | 52 |
| BAB V KESIMPULAN DAN SARAN.....                             | 54 |
| V.1 Kesimpulan .....  | 54 |
| V.2 Saran .....   | 56 |
| DAFTAR PUSTAKA .....  | 60 |
| LAMPIRAN.....   | 63 |
| Lampiran 1. Kuisisioner Penelitian .....                    | 63 |
| Lampiran 2. Hasil Jawaban Responden .....                   | 70 |