

DAFTAR ISI

LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
UCAPAN TERIMA KASIH	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah	Error! Bookmark not defined.
1.2 Identifikasi dan Perumusan 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 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Kegunaan Hasil Penelitian	Error! Bookmark not defined.
1.4.1 Kegunaan Teoritis	Error! Bookmark not defined.
1.4.2 Kegunaan Praktis	Error! Bookmark not defined.
BAB II KERANGKA TEORITIS	Error! Bookmark not defined.
2.1 Kajian Pustaka	Error! Bookmark not defined.
2.1.1 Konsep <i>Customer Service</i>	Error! Bookmark not defined.
2.1.1.1 Pengertian <i>Customer Service</i>	Error! Bookmark not defined.
2.1.1.2 Tujuan <i>Customer Service</i>	Error! Bookmark not defined.
2.1.1.3 Prinsip-Prinsip <i>Customer Service</i>	Error! Bookmark not defined.

- 2.1.1.4 Unsur-Unsur *Customer Service***Error! Bookmark not defined.**
- 2.1.1.5 Strategi *Customer Service***Error! Bookmark not defined.**
- 2.1.1.6 Keterampilan (*skill*) *Customer Service* **Error! Bookmark not defined.**
- 2.1.1.7 Tugas dan Ruang Lingkup *Customer Service*. **Error! Bookmark not defined.**
- 2.1.2 Konsep Bank.....**Error! Bookmark not defined.**
- 2.1.3 Konsep Kualitas Pelayanan...**Error! Bookmark not defined.**
- 2.1.3.1 Pengertian Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.3.2 Karakteristik Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.3.3 Unsur-Unsur Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.3.4 Peranan Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.3.5 Pendekatan Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.3.6 Model Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.3.7 Faktor Penentu Kesuksesan dalam Peningkatan Kualitas Pelayanan**Error! Bookmark not defined.**
- 2.1.4 Konsep Pencitraan bank.....**Error! Bookmark not defined.**
- 2.1.4.1 Citra**Error! Bookmark not defined.**
- 2.1.4.2 Pengertian Citra**Error! Bookmark not defined.**
- 2.1.4.3 Jenis Citra**Error! Bookmark not defined.**
- 2.1.4.4 Citra Perusahaan**Error! Bookmark not defined.**
- 2.1.4.5 Pengertian Citra Perusahaan**Error! Bookmark not defined.**
- 2.1.4.6 Faktor-Faktor Citra Perusahaan**Error! Bookmark not defined.**

2.1.4.7	Unsur-Unsur Citra Perusahaan	Error! Bookmark not defined.
2.1.4.8	Pentingnya Citra bagi Perusahaan	Error! Bookmark not defined.
2.2	Kerangka Pemikiran	Error! Bookmark not defined.
2.3	Hipotesis	Error! Bookmark not defined.
BAB III DESAIN PENELITIAN		
3.1	Objek Penelitian	Error! Bookmark not defined.
3.2	Metode Penelitian	Error! Bookmark not defined.
3.3	Operasionalisasi Variabel Penelitian	Error! Bookmark not defined.
3.3.1	Operasionalisasi Kualitas Pelayanan di Divisi <i>Customer Service</i>	Error! Bookmark not defined.
3.3.2	Operasionalisasi Variabel Pencitraan Bank	Error! Bookmark not defined.
3.4	Sumber Data Penelitian	Error! Bookmark not defined.
3.4.1	Sumber Data Primer	Error! Bookmark not defined.
3.4.2	Sumber Data Sekunder	Error! Bookmark not defined.
3.5	Populasi, Sampel, dan Teknik Sampling	Error! Bookmark not defined.
3.5.1	Populasi	Error! Bookmark not defined.
3.5.2	Sampel	Error! Bookmark not defined.
3.5.3	Teknik Penarikan Sampel	Error! Bookmark not defined.
3.6	Teknik dan Alat Pengumpulan Data	Error! Bookmark not defined.
3.6.1	Pengujian Instrumen penelitian	Error! Bookmark not defined.
3.6.1.1	Uji Validitas	Error! Bookmark not defined.
3.6.1.2	Uji Reliabilitas	Error! Bookmark not defined.
3.6.2	Hasil Uji Coba Angket	Error! Bookmark not defined.
3.6.2.1	Uji Validitas Variabel	Error! Bookmark not defined.
3.7	Teknik Analisis Data	Error! Bookmark not defined.
3.7.1	Uji Persyaratan Analisis Data	Error! Bookmark not defined.
3.7.1.1	Uji Normalitas	Error! Bookmark not defined.
3.7.1.2	Uji Homogenitas	Error! Bookmark not defined.

3.7.1.3	Uji Linieritas	Error! Bookmark not defined.
3.7.2	Pengujian Hipotesis.....	Error! Bookmark not defined.
3.7.2.1	Hipotesis Statistik ...	Error! Bookmark not defined.
3.7.2.2	Analisis Regresi	Error! Bookmark not defined.
3.7.2.3	Koefisien Determinasi	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN Error! Bookmark not defined.		
4.1	Hasil Penelitian.....	Error! Bookmark not defined.
4.1.1	Deskripsi Hasil Penelitian....	Error! Bookmark not defined.
4.1.1.1	Deskripsi Variabel Kualitas pelayanan.....	Error! Bookmark not defined.
4.1.1.2	Deskripsi Variabel Pencitraan Bank	Error! Bookmark not defined.
4.1.2	Pengujian Persyaratan Analisis Data	Error! Bookmark not defined.
4.1.2.1	Uji Normalitas Variabel X dan Y	Error! Bookmark not defined.
4.1.2.2	Uji Homogenitas	Error! Bookmark not defined.
4.1.2.3	Uji Linieritas	Error! Bookmark not defined.
4.1.3	Uji Hipotesis	Error! Bookmark not defined.
4.2	Pembahasan	Error! Bookmark not defined.
4.2.1	Kualitas Pelayanan di Divisi <i>Customer Service</i> pada PT. Bank Rakyat Indonesia (Persero), Tbk. Kantor Cabang Cimahi	Error! Bookmark not defined.
4.2.2	Pencitraan Bank pada PT. Bank Rakyat Indonesia (Persero), Tbk. Kantor Cabang Cimahi.	Error! Bookmark not defined.
4.2.3	Pengaruh Kualitas Pelayanan di Divisi <i>Customer Service</i> Terhadap Pencitraan Bank	Error! Bookmark not defined.
BAB V 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.....**Error! Bookmark not defined.**

