

## DAFTAR ISI

LEMBAR PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
LEMBAR PERSETUJUAN.....	<b>Error! Bookmark not defined.</b>
ABSTRAK .....	<b>Error! Bookmark not defined.</b>
<i>ABSTRACT</i> .....	<b>Error! Bookmark not defined.</b>
LEMBAR PERSEMBAHAN .....	<b>Error! Bookmark not defined.</b>
LEMBAR ORISINALITAS .....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI.....	1
DAFTAR GAMBAR .....	4
DAFTAR TABEL.....	5
DAFTAR LAMPIRAN .....	6
BAB I.....	<b>Error! Bookmark not defined.</b>
PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1    Latar Belakang Masalah .....	<b>Error! Bookmark not defined.</b>
1.2    Rumusan Masalah .....	<b>Error! Bookmark not defined.</b>
1.3    Tujuan Penelitian.....	<b>Error! Bookmark not defined.</b>
1.4    Manfaat Penelitian.....	<b>Error! Bookmark not defined.</b>
BAB II.....	<b>Error! Bookmark not defined.</b>
KAJIAN PUSTAKA.....	<b>Error! Bookmark not defined.</b>
2.1    Landasan Teori .....	<b>Error! Bookmark not defined.</b>
2.1.1 <i>Customer Loyalty</i> .....	<b>Error! Bookmark not defined.</b>
2.1.2 <i>Service Quality</i> .....	<b>Error! Bookmark not defined.</b>
2.1.3 <i>Price</i> .....	<b>Error! Bookmark not defined.</b>

2.1.4	<i>Customer Satisfaction</i> .....	<b>Error! Bookmark not defined.</b>
2.2	Kerangka Teoritik dan Hipotesis.....	<b>Error! Bookmark not defined.</b>
2.2.1	Kerangka Teori.....	<b>Error! Bookmark not defined.</b>
2.2.2	Hipotesis.....	<b>Error! Bookmark not defined.</b>
BAB III .....		<b>Error! Bookmark not defined.</b>
METODOLOGI PENELITIAN.....		<b>Error! Bookmark not defined.</b>
3.1	Waktu dan Tempat Penelitian .....	<b>Error! Bookmark not defined.</b>
3.1.1	Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
3.1.2	Tempat Penelitian.....	<b>Error! Bookmark not defined.</b>
3.2	Desain Penelitian .....	<b>Error! Bookmark not defined.</b>
3.3	Populasi dan Sampel .....	<b>Error! Bookmark not defined.</b>
3.3.1	Populasi.....	<b>Error! Bookmark not defined.</b>
3.3.2	Sampel.....	<b>Error! Bookmark not defined.</b>
3.4	Pengembangan Instrumen .....	<b>Error! Bookmark not defined.</b>
3.4.1	<i>Customer Loyalty</i> .....	<b>Error! Bookmark not defined.</b>
3.4.2	<i>Service Quality</i> .....	<b>Error! Bookmark not defined.</b>
3.4.3	<i>Price</i> .....	<b>Error! Bookmark not defined.</b>
3.4.4	<i>Customer Satisfaction</i> .....	<b>Error! Bookmark not defined.</b>
3.5	Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.6	Teknik Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.6.1	Analisis Deskriptif .....	<b>Error! Bookmark not defined.</b>
3.6.2	Uji Validitas Data.....	<b>Error! Bookmark not defined.</b>
3.6.3	Uji Reliabilitas Data.....	<b>Error! Bookmark not defined.</b>
3.6.4	Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>
BAB IV .....		<b>Error! Bookmark not defined.</b>

HASIL DAN PEMBAHASAN.....	<b>Error! Bookmark not defined.</b>
4.1    Deskripsi Data .....	<b>Error! Bookmark not defined.</b>
4.1.1    Profil Responden.....	<b>Error! Bookmark not defined.</b>
4.1.2    Deskripsi Data.....	<b>Error! Bookmark not defined.</b>
4.2    Hasil.....	<b>Error! Bookmark not defined.</b>
4.2.1    Uji Validitas dan Reliabilitas .....	<b>Error! Bookmark not defined.</b>
4.2.2    Uji Kelayakan Model .....	<b>Error! Bookmark not defined.</b>
4.2.3    Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>
4.3    Pembahasan .....	<b>Error! Bookmark not defined.</b>
BAB V.....	<b>Error! Bookmark not defined.</b>
PENUTUP.....	<b>Error! Bookmark not defined.</b>
5.1    Kesimpulan.....	<b>Error! Bookmark not defined.</b>
5.2    Implikasi.....	<b>Error! Bookmark not defined.</b>
5.2.1    Implikasi Teoritis .....	<b>Error! Bookmark not defined.</b>
5.2.2    Implikasi Praktis .....	<b>Error! Bookmark not defined.</b>
5.3    Keterbatasan Penelitian .....	<b>Error! Bookmark not defined.</b>
5.4    Rekomendasi bagi Penelitian Selanjutnya	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN .....	<b>Error! Bookmark not defined.</b>
DAFTAR RIWAYAT HIDUP.....	<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

Gambar 1.1 Jumlah Pengguna Spotify di Dunia.....	<b>Error! Bookmark not defined.</b>
Gambar 2.1 Model Penelitian .....	31
Gambar 4.1 <i>Structural Equation Model</i> awal .....	<b>Error! Bookmark not defined.</b>
Gambar 4.2 <i>Structural Equation Model</i> akhir .....	<b>Error! Bookmark not defined.</b>

## DAFTAR TABEL

Tabel 3.1 Indikator <i>Customer Loyalty</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 3.2 Indikator <i>Service Quality</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 3.3 Indikator <i>Price</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 3.4 Indikator <i>Customer Satisfaction</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 3.5 Kriteria Validitas EFA .....	<b>Error! Bookmark not defined.</b>
Tabel 4.1 Jumlah dan Persentase Kriteria Responden	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
Tabel 4.2 Jumlah dan Persentase Profil Responden	<b>Error! Bookmark not defined.</b>
Tabel 4.3 Analisis Deskriptif <i>Customer Loyalty</i> ....	<b>Error! Bookmark not defined.</b>
Tabel 4.4 Analisis Deskriptif <i>Service Quality</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.5 Analisis Deskriptif <i>Price</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.6 Analisis Deskriptif <i>Customer Satisfaction</i>	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
Tabel 4.7 Hasil Uji Validitas dan Reliabilitas.....	<b>Error! Bookmark not defined.</b>
Tabel 4.8 <i>Absolute of Fit Index</i> .....	<b>Error! Bookmark not defined.</b>
Tabel 4.9 Hasil Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>

## DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian.....	<b>Error! Bookmark not defined.</b>
Lampiran 2 Kriteria Responden .....	<b>Error! Bookmark not defined.</b>
Lampiran 3 Profil Responden .....	<b>Error! Bookmark not defined.</b>
Lampiran 4 Hasil Uji Validitas .....	<b>Error! Bookmark not defined.</b>
Lampiran 5 Hasil Uji Reliabilitas .....	<b>Error! Bookmark not defined.</b>
Lampiran 6 Hasil Uji <i>Confirmatory Factor Analysis</i>	<b>Error! Bookmark not defined.</b>
Lampiran 7 Hasil <i>Sobel Test</i> .....	<b>Error! Bookmark not defined.</b>
Lampiran 8 <i>Price</i> .....	<b>Error! Bookmark not defined.</b>
Lampiran 9 Kartu Konsultasi .....	<b>Error! Bookmark not defined.</b>
Lampiran 10 Form Saran dan Perbaikan.....	<b>Error! Bookmark not defined.</b>
Lampiran 11 Hasil Turnitin.....	<b>Error! Bookmark not defined.</b>