

DAFTAR ISI

LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN KEASLIAN SKRIPSI	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	4
DAFTAR GAMBAR	6
LAMPIRAN	7
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Identifikasi dan Rumusan 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 Manfaat Penelitian	Error! Bookmark not defined.
1.4.1 Manfaat Teoritis.....	Error! Bookmark not defined.
1.4.2 Manfaat Praktis	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	Error!
Bookmark not defined.	
2.1 Kajian Pustaka	Error! Bookmark not defined.
2.1.1 Teori Ilmu Manajemen	Error! Bookmark not defined.
2.1.2 Manajemen Pemasaran	Error! Bookmark not defined.
2.1.3 Customer Relationship Management (CRM).....	Error! Bookmark not defined.
2.1.4 Kualitas Pelayanan.....	Error! Bookmark not defined.

2.1.5 Keputusan Pembelian	Error! Bookmark not defined.
2.1.6 Hubungan Antar Variabel.....	Error! Bookmark not defined.
2.2 Penelitian Terdahulu	Error! Bookmark not defined.
2.3 Kerangka Pemikiran.....	Error! Bookmark not defined.
2.4 Hipotesis Penelitian	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Metode Penelitian yang digunakan.....	Error! Bookmark not defined.
3.2 Definisi dan Operasionalisasi Variabel.....	Error! Bookmark not defined.
3.2.1 Definisi Variabel.....	Error! Bookmark not defined.
3.2.2 Operasionalisasi Variabel	Error! Bookmark not defined.
3.3 Populasi dan Sampel Penelitian	Error! Bookmark not defined.
3.3.1 Populasi.....	Error! Bookmark not defined.
3.3.2 Sampel	Error! Bookmark not defined.
3.4 Sumber dan Teknik Pengumpulan Data	Error! Bookmark not defined.
3.4.1 Sumber Data	Error! Bookmark not defined.
3.4.2 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.5 Teknik Analisis Data.....	Error! Bookmark not defined.
3.5.1 Analisis Deskriptif	Error! Bookmark not defined.
3.5.2 Analisis Verifikatif	Error! Bookmark not defined.
3.6 Tempat dan Waktu Penelitian.....	Error! Bookmark not defined.
3.6.1 Tempat Penelitian	Error! Bookmark not defined.
3.6.2 Waktu Penelitian.....	Error! Bookmark not defined.
BAB IV HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Hasil Penelitian.....	Error! Bookmark not defined.
4.1.1 Gambaran Umum Objek Penelitian.....	Error! Bookmark not defined.

4.1.2 Karakteristik Responden.....	Error! Bookmark not defined.
4.1.3 Analisis Deskriptif	Error! Bookmark not defined.
4.1.4 Analisis Verifikatif	Error! Bookmark not defined.
4.2 Pembahasan.....	Error! Bookmark not defined.
4.2.1 Pengaruh <i>Customer Relationship Management</i> terhadap Keputusan Pembelian sepeda motor Honda di PT. Daya Anugrah Mandiri.	Error! Bookmark not defined.
4.2.2 Pengaruh Kualitas Pelayanan terhadap Keputusan Pembelian sepeda motor Honda di PT. Daya Anugrah Mandiri.	Error! Bookmark not defined.
4.2.3 Pengaruh <i>Customer Relationship Management</i> dan Kualitas Pelayanan terhadap Keputusan Pembelian sepeda motor Honda di PT. Daya Anugrah Mandiri.	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.....	90

DAFTAR TABEL

Tabel 1.1 Data Distribusi Sepeda Motor Domestik AISI 2019-2021	2
Tabel 1.2 Data Penjualan Sepeda Motor PT. Daya Anugrah Mandiri 2019-2021..5	
Tabel 2.1 Penelitian Terdahulu	36
Tabel 3.1 Operasionalisasi Variabel	44
Tabel 3.2 Bobot, Notasi dan Predikat Pernyataan Positif	50
Tabel 3.3 Tingkat koefisien korelasi	52
Tabel 3.4 Waktu Penelitian.....	60
Tabel 4.1 Distribusi Frekuensi Responden Berdasarkan Jenis Kelamin	Error! Bookmark not defined.
Tabel 4.2 Distribusi Frekuensi Responden Berdasarkan Kriteria Umur	Error! Bookmark not defined.
Tabel 4.3 Deskripsi Jawaban Responden Indikator Variabel <i>Customer Relationship Management</i>	Error! Bookmark not defined.
Tabel 4.4 Deskripsi Jawaban Responden Indikator Variabel Kualitas Pelayanan	Error! Bookmark not defined.
Tabel 4.5 Deskripsi Jawaban Responden Indikator Variabel Keputusan Pembelian	Error! Bookmark not defined.
Tabel 4.6 Hasil Uji Linearitas	Error! Bookmark not defined.
Tabel 4.7 Hasil Uji Linearitas	Error! Bookmark not defined.
Tabel 4.8 Hasil Analisis Koefisien Korelasi Sederhana Pengaruh <i>Customer Relationship Management</i> Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.
Tabel 4.9 Hasil Uji Koefisien Determinasi Model Summary Pengaruh <i>Customer Relationship Management</i> Terhadap Keputusan Pembelian.....	Error! Bookmark not defined.

Tabel 4.10 Hasil Analisis Regresi Linier Sederhana Pengaruh *Customer Relationship Management* Terhadap Keputusan Pembelian.....**Error! Bookmark not defined.**

Tabel 4.11 Hasil Uji t (Pearson) Pengaruh *Customer Relationship Management* Terhadap Keputusan Pembelian.....**Error! Bookmark not defined.**

Tabel 4.12 Hasil Analisis Koefisien Korelasi Sederhana Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian**Error! Bookmark not defined.**

Tabel 4.13 Hasil Uji Koefisien Determinasi Model Summary Pengaruh Kualitas Pelayanan Management Terhadap Keputusan Pembelian.....**Error! Bookmark not defined.**

Tabel 4.14 Hasil Analisis Regresi Linier Sederhana Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian.....**Error! Bookmark not defined.**

Tabel 4.15 Hasil Uji t (Pearson) Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian**Error! Bookmark not defined.**

Tabel 4.16 Hasil Analisis Koefisien Korelasi Berganda**Error! Bookmark not defined.**

Tabel 4.17 Hasil Uji Analisis Regresi Linear Berganda**Error! Bookmark not defined.**

Tabel 4.18 Hasil Uji t.....**Error! Bookmark not defined.**

Tabel 4.19 Hasil Uji F.....**Error! Bookmark not defined.**

Tabel 4.20 Hasil Uji Koefisien Determinasi Model Summary**Error! Bookmark not defined.**

DAFTAR GAMBAR

Gambar 2.1 Kerangka Berpikir.....	39
-----------------------------------	----

LAMPIRAN

Lampiran 1 Surat Ijin Penelitian	90
Lampiran 2 Surat Tugas Membimbing Skripsi	91
Lampiran 3 Surat Balasan Ijin Penelitian.....	91
Lampiran 4 Surat Pengantar Angket.....	92
Lampiran 5 Petunjuk Pengisian Kuisisioner.....	93
Lampiran 6 Kuesioner.....	
Lampiran 7 Rekapitulasi Hasil Kuisisioner	