

DAFTAR SINGKATAN DAN LAMBANG

Singkatan	Nama	Pemakaian pertama kali pada halaman
B2B	<i>Business to Business</i>	2
<i>E-SERVQUAL</i>	<i>Electronic Service Quality</i>	5
FAQ	<i>Frequently Asked Question</i>	46
HoQ	<i>House of Quality</i>	8
NKP	Nilai Kepuasan Pelanggan	12
QFD	<i>Quality Function Deployment</i>	4
SME	<i>Small Medium Enterprise</i>	2
TCN	<i>True Customer Needs</i>	26
TQM	<i>Total Quality Management</i>	10
UMKM	Usaha <i>Micro</i> , Kecil, dan Menengah	1
VoC	<i>Voice of Customer</i>	8
VoE	<i>Voice of Engineering</i>	9