

## DAFTAR ISI

|   |             |
|---|-------------|
| <b>HALAMAN JUDUL</b> .....  | <b>i</b>    |
| <b>HALAMAN PENGESAHAN</b> .....                                     | <b>ii</b>   |
| <b>HALAMAN PERNYATAAN</b> .....                                     | <b>iii</b>  |
| <b>ABSTRAK</b> .....  | <b>iv</b>   |
| <b>KATA PENGANTAR</b> .....   | <b>vi</b>   |
| <b>DAFTAR ISI</b> .....   | <b>viii</b> |
| <b>DAFTAR GAMBAR</b> .....  | <b>xii</b>  |
| <b>DAFTAR TABEL</b> .....   | <b>xiv</b>  |
| <b>BAB I PENDAHULUAN</b> .....                                      | <b>1</b>    |
| 1.1 Gambaran Umum Objek Penelitian .....                            | 1           |
| 1.1.1 Sejarah Starbucks .....                                       | 1           |
| 1.1.2 Logo Starbucks .....  | 2           |
| 1.1.3 Visi dan Misi Starbucks .....                                 | 2           |
| 1.1.4 Jenis Produk Starbucks .....                                  | 3           |
| 1.2 Latar Belakang .....  | 5           |
| 1.3 Perumusan Masalah .....   | 11          |
| 1.4 Maksud dan Tujuan Penelitian .....                              | 11          |
| 1.5 Sistematika Penulisan Laporan Akhir .....                       | 12          |
| <b>BAB II TINJAUAN PUSTAKA</b> .....                                | <b>13</b>   |
| 2.1 Rangkuman Teori .....   | 13          |
| 2.1.1 Manajemen Pemasaran .....                                     | 13          |
| 2.1.2 Bauran Pemasaran .....  | 13          |
| 2.1.3 Pengertian <i>Customer Relationship Management</i> .....      | 18          |
| 2.1.4 Komponen <i>Customer Relationship Management</i> .....        | 19          |
| 2.1.5 Elemen - Elemen <i>Customer Relationship Management</i> ..... | 20          |
| 2.1.6 Manfaat <i>Customer Relationship Management</i> .....         | 21          |
| 2.1.7 Strategi <i>Customer Relationship Management</i> .....        | 22          |
| 2.1.8 Pengertian Loyalitas Pelanggan .....                          | 23          |
| 2.1.9 Karakteristik Loyalitas Pelanggan .....                       | 23          |
| 2.1.10 Elemen - Elemen Loyalitas Pelanggan .....                    | 24          |
| 2.1.11 Strategi Loyalitas Pelanggan .....                           | 24          |
| 2.1.12 Penelitian Terdahulu .....                                   | 25          |

|   |   |           |
|---|---|-----------|
| 2.2   | Kerangka Pemikiran .....                                | 27        |
| 2.3   | Hipotesis Penelitian .....                              | 28        |
| 2.4   | Ruang Lingkup Penelitian .....                          | 29        |
| 2.5   | Batasan Masalah .....                                   | 29        |
| <b>BAB III METODE PENELITIAN .....</b>              |   | <b>30</b> |
| 3.1   | Jenis Penelitian .....                                  | 30        |
| 3.1.1   | Jenis Data .....  | 31        |
| 3.2   | Variabel Operasional .....                              | 32        |
| 3.2.1   | Skala Pengukuran .....                                  | 35        |
| 3.3   | Tahapan Penelitian .....                                | 36        |
| 3.4   | Populasi dan Sampel .....                               | 38        |
| 3.4.1   | Populasi .....  | 38        |
| 3.4.2   | Sampel .....  | 38        |
| 3.4.3   | Teknik Pengambilan Sampel .....                         | 39        |
| 3.5   | Teknik Pengumpulan Data .....                           | 40        |
| 3.6   | Alat Ukur Penelitian .....                              | 41        |
| 3.6.1   | Uji Validitas .....                                     | 41        |
| 3.6.2   | Uji Reliabilitas .....                                  | 43        |
| 3.7   | Teknik Analisis Data .....                              | 43        |
| 3.7.1   | Analisis Deskriptif .....                               | 43        |
| 3.7.2   | Uji Normalitas .....                                    | 46        |
| 3.7.3   | Koefisien Determinasi (Uji R Square) .....              | 46        |
| 3.7.4   | Analisis Regresi Linier Sederhana .....                 | 47        |
| 3.8   | Uji Hipotesis .....                                     | 48        |
| 3.8.1   | Uji T (Parsial) .....                                   | 48        |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....</b> |   | <b>50</b> |
| 4.1   | Hasil Penelitian .....                                  | 50        |
| 4.1.1   | Karakteristik Responden Berdasarkan Jenis Kelamin ..... | 50        |
| 4.1.2   | Karakteristik Responden Berdasarkan Usia .....          | 51        |
| 4.1.3   | Karakteristik Responden Berdasarkan Pekerjaan .....     | 52        |
| 4.1.4   | Karakteristik Responden Berdasarkan Pendapatan .....    | 53        |
| 4.2   | Hasil Penelitian .....                                  | 54        |
| 4.2.1   | Hasil Uji Validitas .....                               | 54        |
| 4.2.2   | Hasil Uji Reliabilitas .....                            | 55        |

|   |   |           |
|---|---|-----------|
| 4.3                                     | Hasil Analisis Deskriptif .....                                   | 57        |
| 4.3.1                                   | Analisis Deskriptif <i>Customer Relationship Management</i> ..... | 57        |
| 4.3.2                                   | Analisis Deskriptif Loyalitas Pelanggan .....                     | 64        |
| 4.3.3                                   | Hasil Uji Normalitas .....  | 72        |
| 4.3.4                                   | Hasil Koefisien Determinasi (Uji R Square) .....                  | 73        |
| 4.3.5                                   | Hasil Analisis Regresi Linier Sederhana .....                     | 74        |
| 4.3.6                                   | Hasil Uji T (Parsial) .....                                       | 76        |
| <b>BAB V KESIMPULAN DAN SARAN .....</b> |   | <b>78</b> |
| 5.1                                     | Kesimpulan .....  | 78        |
| 5.2                                     | Saran .....   | 79        |
| 5.2.1                                   | Saran Bagi Perusahaan .....                                       | 79        |
| 5.2.2                                   | Saran Bagi Peneliti Selanjutnya .....                             | 79        |
| <b>DAFTAR PUSTAKA .....</b>             |   | <b>80</b> |
| <b>LAMPIRAN .....</b>                   |   | <b>81</b> |