

## DAFTAR SINGKATAN DAN LAMBANG

Singkatan	Nama	Pemakaian pertama kali pada halaman
VOC	<i>Voice Of Customer</i>	4
QFD	<i>Quality Function Deployment</i>	5
TQM	<i>Tool Quality Management</i>	11
HoQ	<i>House of Quality</i>	13
WAP	<i>Weight Average Performance</i>	17
ServQual	<i>Service Quality</i>	25
DOF	<i>Degree Of Freedom</i>	41
MTB	<i>The More The Best</i>	56
LTB	<i>The Less The Best</i>	56
TB	<i>Target Is Best</i>	56

Lambang	Arti	Pemakaian Pertama Kali Pada Halaman
√√	<i>Strong Posittive Impact</i>	58
√	<i>Moderate Posittive Impact</i>	58
Blank	<i>No Impact</i>	58
← X	<i>Moderate Negative Impact</i>	58
← XX	<i>Strong Negative Imppact</i>	58