

DAFTAR SINGKATAN

Singkatan	Kepanjangan / Arti	Halaman Pertama Muncul
AHP	<i>Analytical Hierarchy Process</i>	34
CSC	<i>Customer Satisfaction Coefficient</i>	53
IPA	<i>Importance Performance Analysis</i>	34
IPCA	<i>Importance Performance Competitor Analysis</i>	34
IT	<i>Information Technology</i>	25
NKP	Nilai Kepuasan Pelanggan	51
OKI	Organisasi Kerjasama Islam	3
PDB	Produk Domesti Bruto	2
ServQual	<i>Service Quality</i>	35
UNCTAD	<i>United Nations Conference On Trade and Development</i>	1
VOC	<i>Voice of Customer</i>	42
WebQual	<i>Website Quality</i>	32
WWW	<i>World Wide Web</i>	28