

TABLE OF CONTENTS

APPROVAL OF THESIS.....	ii
APPROVAL OF EXAMINATION PASSAGE	iii
ABSTRACT.....	vii
ABSTRAK	viii
TABLE OF CONTENTS.....	ix
TABLE OF TABLES.....	xi
TABLE OF FIGURES	xii
TABLE OF APPENDIXES.....	xiii
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Formulation of The Problem	12
1.3 Research Objectives and Research Benefits	12
1.3.1 Research Objectives.....	12
1.3.2 Research Benefits	12
1.4 Structure of The Thesis	13
CHAPTER II LITERATURE REVIEW.....	15
2.1 Literature Review and Previous Research.....	15
2.1.1 Commitment-Trust Theory	15
2.1.2 Service Quality	16
2.1.3 Price	19
2.1.4 Promotion	22
2.1.5 Customer Satisfaction.....	25
2.2 Previous Research	31
2.3 Relationship between Variables.....	36
2.3.1 Service Quality toward Customer Satisfaction	36
2.3.2 Price toward Customer Satisfaction	37
2.3.3 Promotion toward Customer Satisfaction	38
2.3.4 Service Quality toward Customer Trust.....	39
2.4 Conceptual Framework.....	40
2.5 Hypothesis	41
CHAPTER III RESEARCH METHODOLOGY.....	42
3.1 Research Variables and Operational Definitions of Variables	42
3.1.1 Research Variables.....	42
3.1.2 Variable Operational Definition.....	43
3.2 Population and Sample.....	44
3.2.1 Population.....	44

3.2.2 Sample	44
3.3 Types and Sources of Data	45
3.3.1 Primary Data	45
3.3.2 Secondary Data	45
3.4 Data Collection Methods	46
3.4.1 Literature Study	46
3.4.2 Questionnaire	46
3.5 Data Analysis Method.....	46
3.5.1 Instrument Test	47
3.5.2 SEM Assumption Test	49
3.5.3 Evaluation of Goodness of Fit Criteria	50
CHAPTER IV RESULT AND DISCUSSION.....	53
4.1 Description of Research Object	53
4.1.1 Overview of the Research Object	53
4.1.2 Respondent Overview	54
4.2 Data Analysis.....	56
4.3 Mediation Effect Analysis	70
4.4 Hypothesis Testing	74
4.5 Result and Discussion	75
4.5.1 Result	75
4.5.2 Discussion.....	78
5.1 Conclusion.....	81
5.4 Limitation.....	84
REFERENCES	86
APPENDIX.....	90