DAFTAR ISI

ABSTRAK ....................................................................................................... i
KATA PENGANTAR ......................................................................................... ii
DAFTAR ISI ....................................................................................................... v
DAFTAR GAMBAR .......................................................................................... vii
DAFTAR LAMPIRAN ......................................................................................... viii

BAB I PENDAHULUAN .................................................................................. 1
1.1 Latar Belakang Masalah ................................................................................. 1
1.2 Identifikasi Masalah .................................................................................... 3
1.3 Maksud dan Tujuan .................................................................................... 3
1.4 Kegunaan Penelitian .................................................................................... 4
1.5 Metode Tugas Akhir .................................................................................... 4
1.6 Lokasi dan Waktu Penelitian ........................................................................ 5

BAB II TINJAUAN PUSTAKA ........................................................................ 6
2.1 Pemasaran dan Manajemen Pemasaran ......................................................... 6
   2.1.2 Pengertian Manajemen ......................................................................... 6
   2.1.3 Pengertian Pemasaran ........................................................................... 7
   2.1.4 Pengertian Manajemen Pemasaran ....................................................... 9
   2.1.5 Bauran Pemasaran ............................................................................... 10
2.2 Jasa .............................................................................................................. 11
   2.2.1 Pengertian Jasa .................................................................................... 11
   2.2.2 Karakteristik Jasa .................................................................................. 12
   2.2.3 Klasifikasi Jasa ..................................................................................... 14
2.3 Pelayanan Pelanggan dan Nilai Pelanggan ..................................................... 16
   2.3.1 Pelayanan Pelanggan ......................................................................... 16
   2.3.2 Nilai Pelanggan .................................................................................... 17
2.4 Kepuasan Pelanggan .................................................................................... 18
   2.4.1 Pengertian Kepuasan Pelanggan ........................................................... 18
2.4.2 Pengukuran Kepuasan Pelanggan ......................................................... 19  
2.5 Faktor yang diperhatikan dalam pelayanan pelanggan ........................................ 20

**BAB III OBJEK PENELITIAN** ................................................................. 22  
3.1 Sejarah Singkat PT. INInTI (Persero) Bandung ........................................ 22  
3.2 Struktur Organisasi dan Uraian Jabatan .................................................. 25  
  3.2.1 Struktur Organisasi ........................................................................... 25  
  3.2.2 Uraian Jabatan ................................................................................. 26  
3.3 Visi dan Misi Perusahaan ........................................................................... 36  
  3.3.1 Visi Perusahaan ................................................................................ 36  
  3.3.2 Misi Perusahaan ............................................................................... 36  
3.4 Strategi dan Kegiatan Perusahaan ............................................................. 37  
  3.4.1 Strategi Perusahaan ......................................................................... 37  
  3.4.2 Kegiatan Perusahaan ....................................................................... 37

**BAB IV ANALISIS DAN PEMBAHASAN** ............................................... 42  
4.1 Langkah - langkah yang diambil dalam menjalin hubungan kerjasama dengan konsumen ................................................................. 42  
4.2 Tujuan perusahaan menjalin hubungan kerjasama dengan konsumen ........ 49  
4.3 Masalah - masalah yang timbul dalam menjalin hubungan kerjasama dengan konsumen ................................................................. 51  
4.4 Solusi - solusi yang diambil dalam mengatasi masalah-masalah yang timbul 52

**BAB V KESIMPULAN DAN SARAN** ...................................................... 53  
5.1 Kesimpulan ............................................................................................... 53  
5.2 Saran ......................................................................................................... 54

**DAFTAR PUSTAKA**  
**LAMPIRAN**
DAFTAR GAMBAR

Gambar 2.1 Nilai - nilai yang Diberikan Kepada Pelanggan ........................................ 20
Gambar 4.1 Siklus Pendapatan ...................................................................................... 45
DAFTAR LAMPIRAN

Lampiran 1 Struktur Organisasi PT INTI (Persero)
Lampiran 2 Surat magang dari Universitas Widyatama
Lampiran 3 Surat keterangan magang dari PT INTI (Persero)
Lampiran 4 Kartu bimbingan
Lampiran 5 Nota Praktek Kerja/Riset/Permohonan Data