# DAFTAR ISI

<table>
<thead>
<tr>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
</tr>
<tr>
<td>PENDAHULUAN</td>
</tr>
<tr>
<td>1.1 Latar Belakang</td>
</tr>
<tr>
<td>1.2 Permasalahan</td>
</tr>
<tr>
<td>1.3 Tujuan Penelitian</td>
</tr>
<tr>
<td>1.4 Kegunaan Penelitian</td>
</tr>
<tr>
<td>1.5 Kerangka Pemikiran</td>
</tr>
<tr>
<td>1.6 Hipotesis</td>
</tr>
<tr>
<td>II.</td>
</tr>
<tr>
<td>TINJAUAN PUSTAKA</td>
</tr>
<tr>
<td>2.1 Pengertian Bank Syariah</td>
</tr>
<tr>
<td>2.2 Perbedaan Bank Syariah dan Bank Konvensional</td>
</tr>
<tr>
<td>2.3 Prinsip Bank Syariah</td>
</tr>
<tr>
<td>2.4 Tujuan Bank Syariah</td>
</tr>
<tr>
<td>2.5 Fungsi Bank Syariah</td>
</tr>
<tr>
<td>2.6 Falsafah Operasional Bank Syariah</td>
</tr>
<tr>
<td>2.7 Manajemen</td>
</tr>
<tr>
<td>2.8 Konsep Pemasaran</td>
</tr>
<tr>
<td>2.9 Pemasaran Produk Perbankan</td>
</tr>
<tr>
<td>2.10 Manajemen Pemasaran</td>
</tr>
<tr>
<td>2.11 Produk</td>
</tr>
<tr>
<td>2.12 Pelayanan</td>
</tr>
<tr>
<td>2.13 Loyalitas Pelanggan</td>
</tr>
<tr>
<td>III.</td>
</tr>
<tr>
<td>METODE PENELITIAN</td>
</tr>
<tr>
<td>3.1 Obyek Penelitian</td>
</tr>
<tr>
<td>3.2 Rancanga Penelitian</td>
</tr>
<tr>
<td>3.3 Teknik Pengumpulan Data</td>
</tr>
</tbody>
</table>
3.4 Instrumen Penelitian ........................................................................................................24
3.5 Operasional Variabel .......................................................................................................24
3.6 Teknik Analisis Data ......................................................................................................26
  3.6.1 Analisis Kualitatif .........................................................................................................26
  3.6.2 Analisis Regresi Linier Berganda .............................................................................27
  3.6.3 Uji Signifikasi Simultan (Uji F) .................................................................................27
  3.6.3 Uji Signifikasi Parsial (Uji t) .................................................................................28
3.7 Uji Validitas dan Reliabilitas ..........................................................................................28
  3.7.1 Uji Validitas Kuesioner ..............................................................................................28
  3.7.2 Uji Reliabilitas Kuesioner .........................................................................................29

IV. HASIL PENELITIAN ..........................................................................................................31
  4.1 Karakteristik Responden ...............................................................................................31
  4.2 Respon/tanggapan/penilaian nasabah atas variable layanan secara parsial ............36
  4.3 Analisis deskriptif pengaruh kualitas produk dan layanan frontliner terhadap loyalitas nasabah tabungan Bank Syariah
      Mandiri ..........................................................................................................................40

V. KESIMPULAN DAN SARAN .................................................................................................45
  5.1 Kesimpulan ....................................................................................................................45
  5.2 Saran ...............................................................................................................................46

DAFTAR PUSTAKA

LAMPIRAN