# DAFTAR ISI

| HALAMAN JUDUL | .............................................................................. | i |
| LEMBAR PENGESAHAN | .............................................................................. | ii |
| ABSTRAK | .............................................................................. | iii |
| KATA PENGANTAR | .............................................................................. | v |
| DAFTAR ISI | .............................................................................. | vii |
| DAFTAR GAMBAR | .............................................................................. | xi |
| DAFTAR TABEL | .............................................................................. | xii |
| DAFTAR LAMPIRAN | .............................................................................. | xiv |
| BAB I PENDAHULUAN | | |
| 1.1 Latar Belakang Masalah | .............................................................................. | 1 |
| 1.2 Rumusan Masalah | .............................................................................. | 10 |
| 1.3 Batasan Penelitian | .............................................................................. | 10 |
| 1.4 Tujuan Penelitian | .............................................................................. | 11 |
| 1.5 Manfaat Penelitian | .............................................................................. | 12 |
| BAB II LANDASAN TEORI | | |
| 2.1 Penelitian Sebelumnya | .............................................................................. | 14 |
| 2.2 Landasan Teori | .............................................................................. | 18 |
| 2.2.1 Pengertian Jasa | .............................................................................. | 18 |
| 2.2.2 Pengertian Suasana | .............................................................................. | 21 |
| 2.2.3 Pengertian Harga | .............................................................................. | 26 |
| 2.2.4 Pengertian Lokasi | .............................................................................. | 29 |
| 2.3 Kerangka Konseptual | .............................................................................. | 32 |
| 2.4 Model Analisis | .............................................................................. | 33 |
| 2.5 Hipotesis Penelitian | .............................................................................. | 33 |
| BAB III METODELOGI PENELITIAN | .............................................................................. | 35 |
3.1 Jenis Penelitian
3.2 Populasi dan Sampel Penelitian
   3.2.1 Populasi
   3.2.2 Sampel
3.3 Definisi Operasional dan Pengukuran Variabel
3.4 Prosedur dan Metode Pengumpulan Data
   3.4.1 Jenis dan Sumber Data
   3.4.2 Pengumpulan Data
3.5 Validitas dan Reliabilitas
   3.5.1 Validitas
   3.5.2 Reliabilitas
3.6 Analisis Data
   3.6.1 Multivariate Analysis of Variance (MANOVA)
   3.6.2 Pengujian Hipotesis Penelitian
BAB IV ANALISIS HASIL PENELITIAN
   4.1 Gambaran Umum Responden
      4.1.1 Profil Zigma Multiplayer
      4.1.2 Profil Top One
      4.1.3 Profil Titan.net
   4.2 Deskripsi Karakteristik Responden
      4.2.1 Jenis Kelamin Responden
      4.2.2 Umur Responden
      4.2.3 Pekerjaan Responden
   4.3 Uji Validitas dan Reliabilitas Variabel Penelitian
      4.3.1 Uji Terhadap Variabel Produk
      4.3.2 Uji Terhadap Variabel Suasana
      4.3.3 Uji Terhadap Variabel Harga
4.3.4 Uji Terhadap Variabel Lokasi ............................................................ 59
4.4 Deskripsi Variabel Penelitian ............................................................... 60
  4.4.1 Deskripsi Variabel Produk .............................................................. 60
  4.4.2 Deskripsi Variabel Suasana ........................................................... 62
  4.4.3 Deskripsi Variabel Harga ............................................................... 64
  4.4.4 Deskripsi Variabel Lokasi .............................................................. 66
4.5 Analisis MANOVA ............................................................................... 68
  4.5.1 Uji Variance-Covariances ............................................................ 69
  4.5.2 Uji Multivariate (MANOVA) .......................................................... 70
BAB V PEMBAHASAN ........................................................................... 76
  5.1 Gambaran Umum Responden ............................................................... 76
    5.1.1 Jenis Kelamin ............................................................................... 76
    5.1.2 Umur/Usia ...................................................................................... 77
    5.1.3 Pekerjaan Responden ................................................................. 78
  5.2 Uji Validitas dan Realibilitas ................................................................. 79
    5.2.1 Uji Terhadap Variabel Produk ...................................................... 79
    5.2.2 Uji Terhadap Variabel Suasana ..................................................... 80
    5.2.3 Uji Terhadap Variabel Harga ........................................................ 81
    5.2.4 Uji Terhadap Variabel Lokasi ....................................................... 82
  5.3 Variabel Penelitian ............................................................................. 82
    5.3.1 Variabel Produk (X1) ................................................................. 82
    5.3.2 Variabel Suasana (X2) ............................................................... 85
    5.3.3 Variabel Harga (X3) ................................................................. 87
    5.3.4 Variabel Lokasi (X4) ............................................................... 89
    5.3.5 Perbedaan Keseluruhan Variabel ............................................... 91
  5.4 Analisis MANOVA ............................................................................. 92
  5.5 Implikasi Manajerial .......................................................................... 100
5.6 Keterbatasan Penelitian ........................................................................................................ 104
BAB VI SIMPULAN DAN SARAN ...................................................................................... 106
6.1 Simpulan ......................................................................................................................... 106
6.2 Saran ............................................................................................................................... 108
DAFTAR PUSTAKA .............................................................................................................. 111
LAMPIRAN ........................................................................................................................ 115
DAFTAR GAMBAR

Gambar 1.1 Peta Lokasi Warnet dalam Area Sekitar ZIGMA ......................... 2
Gambar 1.2 Peta Lokasi ZIGMA dan Top One .................................................. 4
Gambar 1.3 Peta Lokasi Warnet-Warnet disekitar Zigma ................................. 5
Gambar 2.1 Prosedur Penentuan Harga ............................................................ 28
Gambar 2.2 Model Analisis ............................................................................. 33
DAFTAR TABEL

Tabel 1.1 Daftar Perbandingan Kompetitor ............................................................. 3
Tabel 1.2 Daftar Perbandingan Zigma, Top One, dan Titan.net ............................. 4
Tabel 1.3 ISP Masing-masing Warnet .................................................................. 5
Tabel 1.4 Daftar Game Online pada Warnet ........................................................ 6
Tabel 1.5 Fasilitas pada Warnet ......................................................................... 7
Tabel 1.6 Jam-jam Sibuk pada Warnet Zigma, Top One, dan Titan.net .............. 7
Tabel 1.7 Perbedaan Suasana pada Zigma, Top One, dan Titan.net ..................... 8
Tabel 1.8 Prioritas Keinginan Pelanggan ............................................................... 9
Tabel 3.1 Jumlah Populasi Tiap Warnet ............................................................... 37
Tabel 3.2 Daftar Jumlah Sampel yang Akan Diambil pada Tiap-tiap Warnet .......... 38
Tabel 3.3 Daftar Perbandingan Analisis Normalitas Data ...................................... 48
Tabel 4.1 Distribusi Perbandingan Jenis Kelamin Responden Zigma, Top One dan Titan ................................................................. 52
Tabel 4.2 Distribusi Perbandingan Umur Responden Zigma, Top One, dan Titan ................................................................. 53
Tabel 4.3 Distribusi Pekerjaan Responden ............................................................ 54
Tabel 4.4 Uji Validitas Variabel Produk (Zigma, Top One, dan Titan) ................. 56
Tabel 4.5 Uji Reliabel Variabel Produk (Zigma, Top One, dan Titan) ................. 56
Tabel 4.6 Uji Validitas Variabel Suasana (Zigma, Top One, dan Titan) .......... 57
Tabel 4.7 Uji Reliabel Variabel Suasana (Zigma, Top One, dan Titan) .......... 57
Tabel 4.8 Uji Validitas Variabel Harga (Zigma, Top One, dan Titan) .............. 58
Tabel 4.9 Uji Reliabel Variabel Harga (Zigma, Top One, dan Titan) .............. 58
Tabel 4.10 Uji Validitas Variabel Lokasi (Zigma, Top One, dan Titan) .............. 59
Tabel 4.11 Uji Reliabel Variabel Lokasi (Zigma, Top One, dan Titan) .............. 59
Tabel 4.12 Distribusi Jawaban Responden Zigma pada Variabel Produk ....... 60
Tabel 4.13 Distribusi Jawaban Responden Top One pada Variabel Produk ..... 61
Tabel 4.14 Distribusi Jawaban Responden Titan pada Variabel Produk ........ 61
Tabel 4.15 Distribusi Jawaban Responden Zigma pada Variabel Suasana .... 62
Tabel 4.16 Distribusi Jawaban Responden Top One pada Variabel Suasana .... 63
Tabel 4.17 Distribusi Jawaban Responden Titan pada Variabel Suasana ....... 63
Tabel 4.18 Distribusi Jawaban Responden Zigma pada Variabel Harga ........... 64
Tabel 4.19 Distribusi Jawaban Responden Top One pada Variabel Harga ...... 65
Tabel 4.20 Distribusi Jawaban Responden Titan pada Variabel Harga ........... 65
Tabel 4.21 Distribusi Jawaban Responden Zigma pada Variabel Lokasi .......... 66
Tabel 4.22 Distribusi Jawaban Responden Top One pada Variabel Lokasi ...... 67
Tabel 4.23 Distribusi Jawaban Responden Titan pada Variabel Lokasi .......... 67
Tabel 4.24 Perbedaan indikator keseluruhan Variabel pada Zigma, Top One, dan Titan.net ................................................................. 68
Tabel 4.25 Box’s Test of Equality of Covariance Matrices ................................ 69
Tabel 4.26 Levene’s Test of Equality Error Variances .................................. 69
Tabel 4.27 Multivariate Test ........................................................................ 70
Tabel 4.28 Multiple Comparasion (Variabel Produk) .................................... 71
Tabel 4.29 Multiple Comparasion (Variabel Suasana) .................................. 72
Tabel 4.30 Multiple Comparasion (Variabel Harga) ..................................... 73
Tabel 4.31 Multiple Comparasion (Variabel Lokasi) ..................................... 74
Tabel 5.1 Persepsi Responden pada Masing-masing Warnet ..................... 99
Tabel 5.2 Implikasi Manajerial pada Warnet Zigma ................................. 100
DAFTAR LAMPIRAN

Lampiran I Jenis Kelamin Responden ............................................................. 115
Lampiran II Umur Responden ...................................................................... 116
Lampiran III Pekerjaan Responden .............................................................. 117
Lampiran IV Validitas dan Reliabilitas (Produk) ............................................ 118
Lampiran V Validitas dan Reliabilitas (Suasana) .......................................... 120
Lampiran VI Validitas dan Reliabilitas (Harga) ............................................. 122
Lampiran VII Validitas dan Reliabilitas (Lokasi) .......................................... 124
Lampiran VIII Frekuensi Jawaban Responden (Produk) ............................. 126
Lampiran IX Frekuensi Jawaban Responden (Suasana) ............................. 131
Lampiran X Frekuensi Jawaban Responden (Harga) ................................. 137
Lampiran XI Frekuensi Jawaban Responden (Lokasi) ............................... 141
Lampiran XII Rata-rata Jawaban Frekuensi Responden ............................. 147
Lampiran XIII MANOVA ............................................................................ 149
Lampiran XIV Kuisiner .............................................................................. 152
Lampiran XV Jawaban Responden .............................................................. 154
Lampiran XVI Perbedaan Penelitian Sebelumnya ..................................... 159