

## DAFTAR ISI

<b>HALAMAN SAMPUL</b> .....	<b>Error! Bookmark not defined.</b>
<b>HALAMAN JUDUL</b> .....	<b>Error! Bookmark not defined.</b>
<b>HALAMAN PERSETUJUAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>ABSTRAK</b> .....	<b>Error! Bookmark not defined.</b>
<b>KATA PENGANTAR</b> .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR ISI</b> .....	<b>1</b>
<b>DAFTAR GAMBAR</b> .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR LAMPIRAN</b> .....	<b>Error! Bookmark not defined.</b>
<b>BAB I PENDAHULUAN</b> .....	<b>Error! Bookmark not defined.</b>
A. Konteks Penelitian .....	<b>Error! Bookmark not defined.</b>
B. Fokus Penelitian.....	<b>Error! Bookmark not defined.</b>
C. Tujuan Penelitian .....	<b>Error! Bookmark not defined.</b>
D. Kegunaan Penelitian .....	<b>Error! Bookmark not defined.</b>
E. Definisi Istilah .....	<b>Error! Bookmark not defined.</b>
<b>BAB II KAJIAN PUSTAKA</b> .....	<b>Error! Bookmark not defined.</b>
A. Kajian Strategi <i>Marketing</i> .....	<b>Error! Bookmark not defined.</b>
B. Kajian Tentang Tabungan Wadiah .....	<b>Error! Bookmark not defined.</b>
C. Kajian Teori Tentang Nasabah ..	<b>Error! Bookmark not defined.</b>
D. Kajian Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODE PENELITIAN</b> .....	<b>Error! Bookmark not defined.</b>
A. Pendekatan dan Jenis Penelitian	<b>Error! Bookmark not defined.</b>

B. Kehadiran Peneliti .....	<b>Error! Bookmark not defined.</b>
C. Lokasi Peneliti .....	<b>Error! Bookmark not defined.</b>
D. Sumber Data .....	<b>Error! Bookmark not defined.</b>
E. Prosedur Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
F. Analisis Data.....	<b>Error! Bookmark not defined.</b>
G. Pengecekan Keabsahan data .....	<b>Error! Bookmark not defined.</b>
H. Tahapan Penelitian.....	<b>Error! Bookmark not defined.</b>

#### **BAB IV PAPARAN DATA, TEMUAN PENELITIAN DAN**

<b>PEMBAHASAN .....</b>	<b>Error! Bookmark not defined.</b>
-------------------------	-------------------------------------

A. Gambaran Objek Penelitian .....	<b>Error! Bookmark not defined.</b>
B. Paparan data.....	<b>Error! Bookmark not defined.</b>
C. Temuan Penelitian .....	<b>Error! Bookmark not defined.</b>
D. Pembahasan .....	<b>Error! Bookmark not defined.</b>

<b>BAB V PENUTUP .....</b>	<b>Error! Bookmark not defined.</b>
----------------------------	-------------------------------------

A. Kesimpulan .....	<b>Error! Bookmark not defined.</b>
B. Saran .....	<b>Error! Bookmark not defined.</b>

<b>DAFTAR RUJUKAN .....</b>	<b>Error! Bookmark not defined.</b>
-----------------------------	-------------------------------------

<b>PERNYATAAN KEASLIAN TULISAN .....</b>	<b>Error! Bookmark not defined.</b>
--	-------------------------------------

<b>LAMPIRAN-LAMPIRAN .....</b>	<b>Error! Bookmark not defined.</b>
--------------------------------	-------------------------------------

<b>RIWAYAT HIDUP .....</b>	<b>Error! Bookmark not defined.</b>
----------------------------	-------------------------------------