

## DAFTAR ISI

|  |           |
|--|-----------|
| PERNYATAAN KEASLIAN KARYA TULIS .....                                    | ii        |
| HALAMAN PENGESAHAN.....  | iii       |
| HALAMAN PERSEMBAHAN .....  | iv        |
| MOTTO .....  | vi        |
| ABSTRAK .....  | vii       |
| KATA PENGANTAR.....  | viii      |
| DAFTAR ISI.....  | x         |
| DAFTAR TABEL .....   | xii       |
| DAFTAR GAMBAR.....   | xiii      |
| DAFTAR LAMPIRAN .....  | xiv       |
| <b>BAB I PENDAHULUAN .....</b>   | <b>1</b>  |
| <b>1.1 Latar Belakang Masalah .....</b>                                  | <b>1</b>  |
| <b>1.2 Rumusan Masalah.....</b>  | <b>9</b>  |
| <b>1.3 Tujuan Penelitian.....</b>  | <b>10</b> |
| <b>1.4 Manfaat Penelitian .....</b>                                      | <b>11</b> |
| <b>BAB II TINJAUAN PUSTAKA.....</b>                                      | <b>12</b> |
| <b>2.1 Landasan Teori .....</b>  | <b>12</b> |
| <b>2.1.1 Definisi Teori .....</b>  | <b>12</b> |
| 2.1.1.1 <i>Operational Performance</i> .....                             | 12        |
| 2.1.1.2 <i>Electronic Customer Relationship Management (E-CRM)</i> ..... | 15        |
| 2.1.1.3 <i>Green Operational Performance</i> .....                       | 21        |
| 2.1.1.3.1 <i>Green Building</i> .....                                    | 21        |
| 2.1.1.3.2 <i>Green Supply Chain Management</i> .....                     | 26        |
| <b>2.2 Penelitian Terdahulu .....</b>                                    | <b>31</b> |
| <b>2.3 Keterkaitan Antar Variabel.....</b>                               | <b>36</b> |
| <b>2.4 Kerangka Pemikiran dan Hipotesis .....</b>                        | <b>39</b> |
| <b>BAB III METODE PENELITIAN .....</b>                                   | <b>41</b> |
| <b>3.1 Jenis Penelitian .....</b>  | <b>41</b> |
| <b>3.2 Subjek Penelitian.....</b>  | <b>41</b> |

|  |  |           |
|--|--|-----------|
| 3.3  | Populasi .....                             | 42        |
| 3.4  | Sampel dan Teknik Pengambilan Sampel ..... | 42        |
| 3.5  | Data yang Diperlukan.....                  | 43        |
| 3.6  | Teknik Pengumpulan Data .....              | 44        |
| 3.7  | Variabel- Variabel Penelitian .....        | 44        |
| 3.8  | Validitas dan Reliabilitas.....            | 47        |
| 3.9  | Teknik Analisis Data.....                  | 51        |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b> |  | <b>55</b> |
| 4.1  | Deskripsi Hasil Penelitian .....           | 55        |
| 4.2  | Hasil Analisis .....                       | 58        |
| 4.3  | Pembahasan.....                            | 62        |
| <b>BAB V KESIMPULAN DAN SARAN.....</b>             |  | <b>72</b> |
| 5.1  | Kesimpulan.....                            | 72        |
| 5.2  | Saran .....                                | 72        |
| <b>DAFTAR PUSTAKA.....</b>                         |  | <b>74</b> |
| <b>LAMPIRAN.....</b>                               |  | <b>77</b> |

