

DAFTAR TABEL

Tabel 1. 1 Top Brand Award Kategori E-Chanel Tahun 2017-2018.....	7
Tabel 2. 1 Penelitian Terdahulu	17
Tabel 3. 1 Karakteristik Penelitian.....	32
Tabel 3. 2 Alat Pengumpulan Data Menggunakan Kuesioner	33
Tabel 3. 3 Desain Pengukuran Kuisioner dengan skala likerts	36
Tabel 3. 4 Kriteria Interpretasi Skor	43
Tabel 4.1 Persentase Responden	52
Tabel 4.2 <i>Loading Factor</i> Variabel <i>Tangibility</i>	60
Tabel 4.3 <i>Loading Factor</i> Variabel <i>Reliability</i>	60
Tabel 4.4 <i>Loading Factor</i> Variabel <i>Responsiveness</i>	61
Tabel 4.5 <i>Loading Factor</i> Variabel <i>Responsiveness</i> (Perhitungan 2).....	61
Tabel 4.6 <i>Laoding Factor</i> Variabel <i>Assurance</i>	61
Tabel 4.7 <i>Loading Factor</i> Variabel <i>Empathy</i>	62
Tabel 4.8 <i>Loading Factor</i> Variabel <i>Customer Overall Satisfaction</i>	62
Tabel 4.9 Nilai AVE seluruh Variabel.....	62
Tabel 4.10 Nilai Korelasi <i>Cross Loading</i>	63
Tabel 4.11 Nilai Korelasi Antar Variabel (Fornell-Larckel)	64
Tabel 4.12 Hasil Uji Cronbach's alpha dan Composite Reliability.....	65
Tabel 4.13 Hasil R Square	66
Tabel 4.14 Hasil Q Square	66
Tabel 4.15 Average AVE dan R2	67
Tabel 4 16 Hasil <i>Bootstrapping</i>	73
Tabel 4.17 Hasil Uji Hipotesis 1	74
Tabel 4.18 Hasil Uji Hipotesis	75

Tabel 4.19 Hasil Uji Hipotesis 3	75
Tabel 4.20 Hasil Uji Hipotesis	76
Tabel 4.21 Hasil Uji Hipotesis 5	77