

DAFTAR TABEL

TABEL 1.1 Hasil Pra-Penelitian <i>E-Service Quality</i>	15
TABEL 1.2. Hasil Pra-Penelitian <i>E-Customer Satisfaction</i>	18
TABEL 1.3. Hasil Pra-Penelitian <i>E-Customer Loyalty</i>	22
TABEL 2.1. Penelitian Terdahulu	38
TABEL 3.1. Variabel Operasional.....	58
TABEL 3.2. Skala Likert	61
TABEL 3.3. Hasil <i>Convergent Validity</i>	65
TABEL 3.4. Hasil <i>Discriminant Validity</i>	66
TABEL 3.5. Hasil Uji Reliabilitas	67
TABEL 3.6 Kriteria Penilaian Berdasarkan Presentase.....	69
TABEL 4.1 Tanggapan Responden Mengenai Variabel <i>E-Service Quality</i>	80
TABEL 4.2. Tanggapan Responden Mengenai Variabel <i>E-Customer Satisfaction</i> ...	88
TABEL 4.3. Tanggapan Responden Mengenai Variabel <i>E-Customer Loyalty</i>	97
TABEL 4.4. Hasil <i>Convergent Validity</i>	102
TABEL 4.5. Hasil <i>Discriminant Validity</i>	103
TABEL 4.6. <i>Fornell-Lacker Criterion</i>	104
TABEL 4.7. <i>Heteritrait-Monotrait Ratio</i>	105
TABEL 4.8. Hasil Uji Reliabilitas	106
TABEL 4.9. Nilai <i>R-Square</i>	107
TABEL 4.10 <i>Path Coefficiencie</i> dan Nilai Thitung.....	109