

LIST OF TABLES

Table 2.1 Previous Research – Bachelor Thesis	47
Table 2.2 Previous Research - National Journal	49
Table 2.3 Previous Research - International Journal	51
Table 3.1 Operationalization of Variables	58
Table 3.2 Likert Scale	60
Table 3.3 Multichannel Integration Validity Test Result (X1).....	65
Table 3.4 Trust Validity Test Result (X2)	66
Table 3.5 Offline Customer Loyalty Validity Test Result (Y1).....	66
Table 3.6 Online Customer Loyalty Validity Test Result(Y2).....	66
Table 3.7 Repurchase Intention Validity Test Result (Z)	66
Table 3.8 Multichannel Integration Reliability Test Result (X1)	68
Table 3.9 Trust Validity Test Result (X2)	68
Table 3.10 Offline Customer Loyalty Validity Test Result (Y1)	68
Table 3.11 Online Customer Loyalty Validity Test Result (Y2).....	68
Table 3.12 Repurchase Intention Validity Test Result (Z)	69
Table 3.13 Percentage of Score Interpretation Criteria	70
Table 3.14 GOODNESS OF FIT INDICIES	73
Table 4.1 Respondents Responses Regarding Multichannel Integration (X1)	80
Table 4.2 Respondents Responses Regarding Trust (X2)	83
Table 4.3 Respondents Responses Regarding Offline Customer Loyalty (Y1)	85
Table 4.4 Respondents Responses Regarding Online Customer Loyalty (Y2).....	87
Table 4.5 Respondents Responses Regarding Repurchase Intention (Z)	89
Table 4.6 Goodness of Fit Model	92
Table 4.7 Normality Test	93
Table 4.8 Hypothesis Test.....	94
Table 4.9 Decomposition of Effects	96