

DAFTAR TABEL

Tabel 1.1 Pra Survey Variabel <i>Customer Experience</i> LinkAja	17
Tabel 1.2 Pra Survei Variabel <i>Brand Image</i> LinkAja.....	19
Tabel 1.3 Pra Survei Variabel <i>Customer Satisfaction</i> LinkAja	21
Tabel 2. 1 Penelitian Terdahulu (Jurnal Nasional).....	32
Tabel 2. 2 Penelitian Terdahulu (Skripsi)	34
Tabel 2. 3 Penelitian terdahulu (Jurnal Internasioanl)	38
Tabel 3. 1 Operasional Variabel.....	46
Tabel 3. 2 Skala Pengukuran.....	50
Tabel 3. 3 Hasil Uji Validitas Variabel <i>Customer Experience</i>	56
Tabel 3. 4 Hasil Uji Validitas Variabel <i>Brand Image</i>	56
Tabel 3. 5 Hasil Uji Validitas Variabel <i>Customer Satisfaction</i>	57
Tabel 3. 6 Hasil Uji Reliabilitas <i>Customer Experience</i>	58
Tabel 3. 7 Hasil Uji Reliabilitas <i>Brand Image</i>	58
Tabel 3. 8 Hasil Uji Reliabilitas <i>Customer Satisfaction</i>	59
Tabel 3.9 Persentase Kriteria Interpretasi Skor.....	60
Tabel 4.1 Klasifikasi Kuesioner	65
Tabel 4. 2 Tanggapan Responden Mengenai Variabel <i>Customer Experience</i> (X1) .	69
Tabel 4. 3 Skor Total Variabel <i>Customer Experience</i> (X1).....	76
Tabel 4. 4 Tabel Responden Mengenai Variabel <i>Brand Image</i> (X2)	77
Tabel 4. 5 Skor Total Variabel <i>Brand Image</i> (X2)	82
Tabel 4. 6 Tanggapan Responden Mengenai Variabel <i>Customer Satisfaction</i>	82
Tabel 4. 7 Skor Total Variabel <i>Customer Satisfaction</i> (Y).....	89
Tabel 4. 8 Hasil One Sample Kolmogorov Smirnov Test	92
Tabel 4. 9 Hasil Uji Multikoleniaritas.....	92
Tabel 4. 10 Hasil Uji Korelasi Spearman rho	94
Tabel 4. 11 Hasil Uji Regresi Linear Berganda	94
Tabel 4. 12 Hasil Uji F.....	96
Tabel 4. 13 Hasil Uji t.....	97
Tabel 4. 14 Hasil Uji Koefisien Determinasi	98
Tabel 4. 15 Hasil Pengujian Pengaruh <i>Customer Experience</i> dan <i>Brand Image</i> terhadap <i>Customer Satisfaction</i>	102

Tabel 4. 16 Hasil Pengujian Pengaruh <i>Customer Experience</i> terhadap <i>Customer Satisfaction</i>	103
Tabel 4. 17 Hasil Pengujian Pengaruh <i>Brand Image</i> terhadap <i>Customer Satisfaction</i>	104