

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu Jurnal Nasional	20
Tabel 2. 2 Penelitian Terdahulu Jurnal Internasional	28
Tabel 3. 1 Karakteristik Penelitian.....	39
Tabel 3. 2 Operasional Variabel	40
Tabel 3. 3 Skala Pengukuran	46
Tabel 3. 4 Ringkasan Rule of Thumb Evaluasi Outer Model Reflektif	51
Tabel 3. 5 Hasil Uji Outer Model.....	53
Tabel 3. 6 Ringkasan Rule of Thumb Evaluasi Inner Model Reflektif.....	55
Tabel 3. 7 Hasil Olah Data Inner Model.....	56
Tabel 4. 1 Tanggapan Resonden Terhadap Variabel Perceived Service Quality	62
Tabel 4. 2 Tanggapan Resonden Terhadap Variabel Perceived Price Fairness .	64
Tabel 4. 3 Tanggapan Resonden Terhadap Variabel Kepuasan Pelanggan	67
Tabel 4. 4 Tanggapan Resonden Terhadap Variabel Loyalitas Pelanggan.....	69
Tabel 4. 5 Pengujian Validitas dan Reliabilitas Instrumen Penelitian	71
Tabel 4. 6 Outer Loading Variabel Perceived Service Quality.....	72
Tabel 4. 7 Outer Loading Variabel Perceived Price Fairness.....	73
Tabel 4. 8 Outer Loading Variabel Kepuasan Pelanggan.....	74
Tabel 4. 9 Outer Loading Variabel Loyalitas Pelanggan	74
Tabel 4. 10 Pengujian Hipotesis.....	75