

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	29
Tabel 3. 1 Karakteristik Penelitian.....	48
Tabel 3. 2 Variabel Operasional.....	50
Tabel 3. 3 Skala Likert	54
Tabel 3. 4 Hasil Uji Validitas.....	59
Tabel 3. 5 Hasil Uji Reliabilitas	61
Tabel 3. 6 Kriteria Interpretasi Skor	63
Tabel 4. 1 Tanggapan Responden Terkait Variabel Expectation.....	72
Tabel 4. 2 Tanggapan Responden Terkait Variabel Perceived Ease Of Use	74
Tabel 4. 3 Tanggapan Responden Terkait Variabel Perceived Enjoyment	76
Tabel 4. 4 Tanggapan Responden Terkait Variabel Satisfaction.....	78
Tabel 4. 5 Tanggapan Responden Terkait Repurchase Intention	80
Tabel 4. 6 Hasil Analisis Convergent Validity	83
Tabel 4. 7 Hasil Analisis Composite Reliability.....	84
Tabel 4. 8 Hasil Analisis Discriminant Validity	84
Tabel 4. 9 Hasil Analisis R-Square	86
Tabel 4. 10 Hasil Analisis F-Square	87
Tabel 4. 11 Hasil Analisis Q-Square.....	89
Tabel 4. 12 Hasil Uji Hipotesis	90