

DAFTAR TABEL

Tabel 1.1 Karakteristik Responden Pra-Survei	12
Tabel 2.1 Penelitian Terdahulu (Tugas Akhir)	26
Tabel 2.2 Penelitian Terdahulu Jurnal Nasional	29
Tabel 2.3 Penelitian Terdahulu Jurnal Internasional.....	33
Tabel 3.1 Tabel Variabel Operasional	44
Tabel 3.2 Instrument Skala Likert.....	52
Tabel 3.3 Hasil Convergent Validity	56
Tabel 3.4 Hasil Discriminant Validity (Cross Loading).....	57
Tabel 3.5 Hasil Uji Reliability	59
Tabel 3.6 Hasil Cronbach's Alpha	59
Tabel 3.7 Presentase Kriteria Interpretasi Skor.....	61
Tabel 3.8 Kriteria Penilaian Uji Inner Model	64
Tabel 4.1 Karakteristik Responden Pra-Survei.....	12
Tabel 4.2 Tanggapan Responden Mengenai Variabel Marketing Mix Product	73
Tabel 4.3 Tanggapan Responden Mengenai Variabel Marketing Mix Promotion ...	77
Tabel 4.4 Tanggapan Responden Mengenai Variabel Marketing Mix Place	80
Tabel 4.5 Tanggapan Responden Mengenai Variabel Marketing Mix Price.....	84
Tabel 4.6 Tanggapan Responden Mengenai Variabel Customer Satisfaction	90
Tabel 4.7 Tanggapan Responden Mengenai Variabel Customer Loyalty	94
Tabel 4.8 Hasil Outer Loading Belum Valid	101
Tabel 4.9 Hasil Outer Loading Valid.....	106
Tabel 4.10 Hasil Average Variance Extracted (AVE).....	107
Tabel 4.11 Hasil Discriminant Validity (Cross Loading Factor).....	108
Tabel 4.12 Hasil Fornell Larcker Criterion.....	109
Tabel 4.13 Hasil Uji Reliabilitas	110
Tabel 4.14 Nilai R-Square	111
Tabel 4.15 Uji Path Coefficient atau Uji Hipotesis.....	113
Tabel 4.16 Pengaruh Antar Variabel Sub Struktural Pertama	119
Tabel 4.17 Pengaruh Antar Variabel Sub Struktural Kedua.....	120