

DAFTAR TABEL

Tabel 2. 1 Jurnal Internasional.....	28
Tabel 2. 2 Jurnal Nasional.....	33
Tabel 2. 3 Skripsi Terdahulu.....	38
Tabel 3. 1 Kriteria Penelitian	50
Tabel 3. 2 Operasional Variabel	52
Tabel 3. 3 Instrumen Skala Likert.....	56
Tabel 3. 4 Outer Loading.....	63
Tabel 3. 5 Average Variance Extracted (AVE)	64
Tabel 3. 6 Cross Loading	65
Tabel 3. 7 Heterotrait-monotrait ratio (HTMT)	66
Tabel 3. 8 Uji Reliabilitas	67
Tabel 3. 9 Kriteria Interpretasi Skor	69
Tabel 4. 1 Skor Tanggapan Responden terhadap Variabel Kualitas Produk81	
Tabel 4. 2 Skor Tanggapan Responden terhadap Variabel Loyalitas	
Pelanggan	84
Tabel 4. 3 Skor Tanggapan Responden terhadap Variabel Kepuasan	
Pelanggan	88
Tabel 4. 4 Outer Loading.....	93
Tabel 4. 5 Average Variance Extracted	94
Tabel 4. 6 Cross Loading	95
Tabel 4. 7 Fornell Larcker.....	96
Tabel 4. 8 Heterotrait-monotrait ratio (HTMT)	97
Tabel 4. 9 Uji Reliabilitas	98
Tabel 4. 10 R - Square.....	99
Tabel 4. 11 F - Square	100
Tabel 4. 12 Q - Square	101
Tabel 4. 13 Pengaruh Langsung	103
Tabel 4. 14 Pengaruh Tidak Langsung	104