

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu Jurnal Nasional	26
Tabel 2.2 Penelitian Terdahulu Jurnal Internasional.....	36
Tabel 2.3 Penelitian Terdahulu Skripsi.....	47
Tabel 3.1 Operasional Tabel	68
Tabel 3.2 Skala Pengukuran.....	72
Tabel 3.3 Kriteria Intepretasi Skor.....	80
Tabel 3.4 Ringkasan Rule of Thumb Outer Model.....	83
Tabel 3.5 Ringkasan Rule of Thumb Inner Model	85
Tabel 4.1 Data Responden Mengenai Variabel Brand Awareness	91
Tabel 4.2 Data Responden Mengenai Variabel Brand Image.....	93
Tabel 4.3 Data Responden Mengenai Variabel Brand Loyalty	95
Tabel 4.4 Data Responden Mengenai Variabel Customer Retention	98
Tabel 4.5 Tabel Outer Loading	101
Tabel 4.6 Tabel Average Variance Extracted	103
Tabel 4.7 Tabel Discriminant Validity (Cross Loading)	103
Tabel 4.8 Hasil Cronbach's alpha dan Composite Reliability	104
Tabel 4.9 Hasil Pengujian Coefficient of Determination (R-Square)	106
Tabel 4.10 Hasil Pengujian Effect Size (F-Square)	107
Tabel 4.11 Hasil Pengujian Predictive Relevance (Q-Square)	108
Tabel 4.12 Specific Direct Effect.....	109
Tabel 4.13 Specific Indirect Effect	111