

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	23
Tabel 3. 1 Karakteristik Penelitian	54
Tabel 3. 2 Item Operasional Variabel.....	58
Tabel 3. 3 skala Likert.....	73
Tabel 3. 4 Uji Validitas	80
Tabel 3. 5 Uji Reliabilitas	83
Tabel 3. 6 Kategori Penilaian	85
Tabel 3. 7 Suggested Effect Size Magnitude Chart	90
Tabel 4.1 Jenis Kelamin Responden	95
Tabel 4.2 Usia Responden	95
Tabel 4.3 Berdasarkan Pekerjaan.....	96
Tabel 4.4 Domisili Responden	97
Tabel 4.5 Pengujian Convergent validity	99
Tabel 4.6 Average Variance Extreacted (AVE)	102
Tabel 4.7 Pengujian Cross Loading	103
Tabel 4.8 Pengujian Composite Realibility	105
Tabel 4.9 Pengujian Cronbach’s Alpha.....	106
Tabel 4.10 Pengujian R-Square.....	107
Tabel 4.11 Pengujian Efeect Size (f^2).....	108
Tabel 4.12 Pengujian Predictive Relevance (Stone-Geisser’s Q^2)	109
Tabel 4.13 Pengujian Goodness of Fit (GoF)	111
Tabel 4. 14 Pengujian Hipotesis	111
Tabel 4. 15 Deskripsi Variabel Social Media Marketing	113
Tabel 4. 16 Deskripsi Variabel Brand Equity	118
Tabel 4. 17 Deskripsi Variabel Customer Relationship	123
Tabel 4. 18 Deskripsi Coffee House Brand Experience.....	127
Tabel 4. 19 Deskripsi Repurchase Intention	132