

DAFTAR TABEL

Tabel 2 1 Penelitian Terdahulu	18
Tabel 3 1 Skala Likert	33
Tabel 3 2 Definisi Operasional	34
Tabel 4. 1 Data Jenis Kelamin Responden	40
Tabel 4. 2 Data Usia Responden	41
Tabel 4. 3 Data Pekerjaan Responden	42
Tabel 4. 4 Data Domisili Responden	43
Tabel 4. 5 Data Pendapatan Perbulan Responden	44
Tabel 4. 6 Variabel Harga	45
Tabel 4. 7 Variabel Promosi	46
Tabel 4. 8 Variabel Kepuasan Pelanggan	48
Tabel 4. 9 Variabel Keputusan Pembelian	49
Tabel 4 10 Hasil Uji Loading Factor	51
Tabel 4 11 Average Variance Extracted (AVE)	52
Tabel 4. 12 Discriminant Validity	53
Tabel 4. 13 Composite Reliability	54
Tabel 4. 14 Cronbach's Alpha	55
Tabel 4. 15 R-Square	56
Tabel 4. 16 F-Square	56
Tabel 4. 17 Q-Square	57
Tabel 4. 18 Path Coefficient	58
Tabel 4. 19 Spesific Inderect Effect	60