

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	7
Tabel 3.1 Kategori Jawaban Skala likert.....	24
Tabel 3.2. Variable Penelitian dan Indikator dan Pengkuran Variable.....	25
Tabel 3.3. <i>Rule of Thumb</i> Validitas	29
Tabel 3.4 <i>Rule of Thumb</i> Reliabilitas	31
Tabel 4.1 Data Jenis Kelamin Responden.....	33
Tabel 4.2 Data Usia Responden.....	34
Table 4.3 Data Pekerjaan Responden.....	34
Table 4.4 Data Device Responden	35
Tabel 4. 5 Data Statistik Deskriptif Variabel <i>E-Service Quality</i>	36
Table 4.6 Data Statistik Deskriptif Variabel Kepuasaan Pelanggan	37
Tabel 4.7 Data Statistik Deskriptif Variabel Loyalitas Pelanggan	37
Tabel 4.8 Hasil Loading Factor	39
Table 4.9 Hasil Average Variance Extracted (AVE).....	40
Table 4.10 Hasil Nilai Cross Loading	40
Table 4.11 Hasil Cronbach's Alpha.....	41
Table 4.12 Hasil Composite Reability	42
Table 4.13 Hasil R-Square.....	43
Table 4.14 Hasil Analisis F-Square	43
Table 4.15 Hasil Analisis Q-Square	44
Table 4.16 Pengujian Hipotesis	45