

DAFTAR TABEL

- Tabel 1. 1 Keluhan Konsumen Zalora**Error! Bookmark not defined.**
- Tabel 3. 1 Karakteristik Penelitian.....**Error! Bookmark not defined.**
- Tabel 3. 2 Skala Likert**Error! Bookmark not defined.**
- Tabel 3. 3 Tabel Definisi Variabel**Error! Bookmark not defined.**
- Tabel 3. 4 Hasil Uji Validitas.....**Error! Bookmark not defined.**
- Tabel 3. 5 Hasil Uji Reliabilitas**Error! Bookmark not defined.**
- Tabel 3. 6 Klasifikasi Kriteria Penilaian Persentase**Error! Bookmark not defined.**
- Tabel 4. 1 Kriteria Skor Tanggapan.....**Error! Bookmark not defined.**
- Tabel 4. 2 Tanggapan Responden terhadap Sub-Variabel *Sense***Error! Bookmark not defined.**
- Tabel 4. 3 Tanggapan Responden terhadap Sub-Variabel *Feel***Error! Bookmark not defined.**
- Tabel 4. 4 Tanggapan Responden terhadap Sub-Variabel *Think***Error! Bookmark not defined.**
- Tabel 4. 5 Tanggapan Responden terhadap Sub-Variabel *Act***Error! Bookmark not defined.**
- Tabel 4. 6 Tanggapan Responden terhadap Sub-Variabel *Relate*..... **Error! Bookmark not defined.**
- Tabel 4. 7 Tanggapan Responden terhadap Variabel Kepuasan Konsumen . **Error! Bookmark not defined.**
- Tabel 4. 8 Hasil Uji Multikolinieritas**Error! Bookmark not defined.**
- Tabel 4. 9 Hasil Uji Autokorelasi**Error! Bookmark not defined.**
- Tabel 4. 10 Hasil Uji Normalitas dengan Metode *Kolmogorov Smirnov* **Error! Bookmark not defined.**

Tabel 4. 11 Hasil Analisis Regresi Linier Berganda **Error! Bookmark not defined.**

Tabel 4. 12 Hasil Koefisien Determinasi (R^2) **Error! Bookmark not defined.**

Tabel 4. 13 Hasil Uji F **Error! Bookmark not defined.**

Tabel 4. 14 Hasil Uji t **Error! Bookmark not defined.**

Tabel 4. 15 Rata-rata Persentase Skor Total *Experiential Marketing* (X) **Error! Bookmark not defined.**

Tabel 4. 16 Hasil Pengujian Hipotesis dengan Uji F dan Uji t **Error! Bookmark not defined.**