

## DAFTAR TABEL

TABEL 2. 1 Penelitian Terdahulu.....	29
TABEL 3. 1 Variabel Operasional.....	36
TABEL 3. 2 Desain Pengukuran Skala Likert .....	45
TABEL 4. 1 Hasil Uji Validitas <i>Service Excellence</i> .....	60
TABEL 4. 2 Hasil Uji Validitas <i>Customer Satisfaction</i> .....	61
TABEL 4. 3 Hasil Uji Realibilitas <i>Service Excellence</i> .....	61
TABEL 4. 4 Hasil Uji Realibilitas <i>Customer Satisfaction</i> .....	62
TABEL 4. 5 <i>One-Sample Kolmogorov-Smirnov Test</i> .....	63
TABEL 4. 6 Kategori Penilaian Skor.....	64
TABEL 4. 7 Analisis Variabel <i>Service Excellence</i> (X) .....	66
TABEL 4. 8 Analisis Variabel <i>Customer Satisfaction</i> (Y) .....	69
TABEL 4. 9 Hasil Uji Linier Sederhana .....	71
TABEL 4. 10 Hasil Pengujian Hipotesis (Uji F) .....	72
TABEL 4. 11 Hasil Pengujian Hipotesis (Uji t).....	73
TABEL 4. 12 Hasil Pengujian Koefisien Determinasi .....	74