

DAFTAR TABEL

Tabel 2. 1 Skripsi Terdahulu.....	Error! Bookmark not defined.
Tabel 2. 2 Jurnal Nasional	Error! Bookmark not defined.
Tabel 2. 3 Jurnal Internasional.....	Error! Bookmark not defined.
<u>Tabel 3. 1 Operasional Variabel</u>	Error! Bookmark not defined.
<u>Tabel 3. 2 Instrumen Skala Pengukuran</u>	Error! Bookmark not defined.
<u>Tabel 3. 3 Kriteria Interpretasi Skor</u>	Error! Bookmark not defined.
Tabel 4. 1 Tanggapan Responden Mengenai Harga.....	65
Tabel 4. 2 Tanggapan Responden Mengenai Kualitas Produk.....	66
Tabel 4.3 Tanggapan Responden Mengenai Loyalitas.....	68
Tabel 4. 4 Uji Loading Faktor.....	71
Tabel 4. 5 Uji Validitas Konvergen.....	72
Tabel 4. 6 Rangkuman Hasil Uji Statistik.....	73