

## DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu Nasional .....	19
Tabel 2. 2 Penelitian Terdahulu Internasional .....	22
Tabel 3. 1 Karakteristik Penelitian.....	29
Tabel 3. 2 Operasional Variabel.....	29
Tabel 3. 7 Kategori pengklasifikasian.....	40
Tabel 3. 5 Ringkasan Rule of Thumb Evaluasi Outer Model .....	42
Tabel 3. 6 Ringkasan Rule Thumb Evaluasi Model Struktural.....	44
Tabel 4. 1 Hasil Kuesioner Variabel Customer Relationship Management .....	51
Tabel 4. 2 Hasil Kuesioner Variabel Customer Satisfaction.....	53
Tabel 4. 3 Hasil Kuesioner Variabel Customer Satisfaction.....	54
Tabel 4. 4 Pengujian Validitas Convergent.....	58
Tabel 4. 5 Pengujian Average Variance Extracted (AVE) .....	59
Tabel 4. 6 Pengujian Validitas Discriminant .....	60
Tabel 4. 7 Uji Reliabilitas .....	61
Tabel 4. 8 Nilai R-Square.....	63
Tabel 4. 9 Nilai f-Square .....	64
Tabel 4. 10 Path Analysis .....	64