

DAFTAR TABEL

Tabel 1. 1 Hasil Pra-Survey <i>Website Quality</i>	16
Tabel 1. 2 Hasil Pra-Survey <i>Customer Satisfaction</i>	17
Tabel 1. 3 Hasil Pra-Survey <i>Loyalty</i>	19
Tabel 1. 4 Hasil Pra-Survey <i>Purchase Intention</i>	20
Tabel 2. 1 Skripsi Nasional Terdahulu.....	29
Tabel 2. 2 Jurnal Nasional.....	32
Tabel 2. 3 Jurnal Internasional	34
Tabel 3. 1 Operasional Variabel.....	44
Tabel 3. 2 Pengukuran Skala Likert.....	50
Tabel 3. 3 Tahapan Penelitian	51
Tabel 3. 4 Hasil Uji Validitas.....	55
Tabel 3. 5 Hasil Uji Reliabilitas	56
Tabel 3. 6 Kriteria Interpretasi Skor	58
Tabel 4. 1 Rincian Kuesioner Yang Disebar.....	63
Tabel 4. 2 Tanggapan Responden Mengenai Variabel <i>Website Quality (X)</i>	68
Tabel 4. 3 Tanggapan Responden Mengenai Variabel <i>Customer Satisfaction (Z1)</i> ..	73
Tabel 4. 4 Tanggapan Responden Mengenai Variabel <i>Loyalty (Z2)</i>	80
Tabel 4. 5 Tanggapan Responden Mengenai <i>Purchase Intention (Y)</i>	84
Tabel 4. 6 Hasil <i>Outer Loading</i>	90
Tabel 4. 7 Hasil <i>Average Variance Extracted (AVE)</i>	91
Tabel 4. 8 Hasil <i>Discriminant Validity (Cross Loading Factor)</i>	92
Tabel 4. 9 Hasil <i>Fornell-Larcker Criterion</i>	94
Tabel 4. 10 Hasil Reliabilitas	95
Tabel 4. 11 angka <i>R-Square</i>	96
Tabel 4. 13 <i>Path Coefficiencie</i> dan angka Thitung	98
Tabel 4. 14 Pengaruh antar Variabel Sub Struktural Pertama	102
Tabel 4. 15 Pengaruh antar Variabel Sub Struktural Kedua	105