

## LIST OF TABLES

Table 2.1 Previous Research National Journal.....	10
Table 2.2 Previous Research International Journal.....	14
Table 2.3 Previous Thesis .....	17
Table 3.1 Validity Test Result for Product Quality (X1).....	30
Table 3.2 Validity Test Result for Price Sensitivity (X2).....	30
Table 3.3 Validity Test Result for Purchasing Decision (Y).....	31
Table 3.4 Reliability Test Results for Product Quality (X1).....	33
Table 3.5 Reliability Test Results for Price Sensitivity (X2).....	34
Table 3.6 Reliability Test Results for Purchasing Decision (Y).....	34
Table 3.7 Interpretation of Score Classification.....	36
Table 3.8 SEM Decision.....	40
Table 4.1 Classification of Score Interpretation.....	46
Table 4.2 Recapitulation of Product Quality Variables.....	46
Table 4.3 Classification of Product Quality Dimensions .....	48
Table 4.4 Recapitulation of Price Sensitivity Variables.....	49
Table 4.5 Classification of Price Sensitivity Dimensions .....	50
Table 4.6 Recapitulation of Purchasing Decision Variables.....	51
Table 4.7 Classification of Purchasing Decision Dimensions .....	52
Table 4.8 Convergent Validity of Product Quality Variable .....	54
Table 4.9 Cross Loading of Product Quality Variable.....	55
Table 4.10 Fornell Larcker Product Quality Variable.....	56
Table 4.11 Reliability Test Results for Product Quality (X1).....	56
Table 4.12 Convergent Validity of Price Sensitivity Variable.....	57
Table 4.13 Cross Loading of Price Sensitivity Variable.....	57
Table 4.14 Fornell Larcker Price Sensitivity Variable.....	58
Table 4.15 Reliability Test Results for Price Sensitivity (X2).....	58
Table 4.16 Convergent Validity of Purchasing Decision Variable .....	59
Table 4.17 Cross Loading of Purchasing Decision Variable.....	59
Table 4.18 Fornell Larcker Purchasing Decision Variable.....	60
Table 4.19 Reliability Test Results for Purchasing Decision (Y).....	61
Table 4.20 R Square Test Result.....	62
Table 4.21 Path Coefficient Result .....	63
Table 4.22 Fit Model Test Result.....	63
Table 4.23 Hypothesis Test Results and Significance .....	64
Table 4.24 Hypothesis Test Results and Significance .....	66