

DAFTAR TABEL

Tabel 1. 1 Hasil Data Pra-Kuesioner.....	16
Tabel 2. 1 Penelitian Terdahulu	31
Tabel 3. 1 Operasionalisasi Variabel Penelitian	41
Tabel 3. 2 Instrumen Skala Likert.....	43
Tabel 3. 3 Hasil Uji Validitas Variabel Penelitian	49
Tabel 3. 4 <i>Cronbach's Alpha Reliability Level</i>	51
Tabel 3. 5 Hasil Uji Reliabilitas Variabel Penelitian	51
Tabel 3. 6 Kriteria Interpretasi Skor	52
Tabel 4. 1 Rincian Hasil Penyebaran Kuesioner.....	57
Tabel 4. 2 Tanggapan Responden Terhadap Variabel <i>Service recovery</i> (X).....	61
Tabel 4. 3 Tanggapan Responden Terhadap Variabel <i>Corporate Image</i> (Z)	66
Tabel 4. 4 Tanggapan Responden Terhadap Variabel <i>Customer loyalty</i> (Y)	69
Tabel 4. 5 Hasil Nilai <i>Factor Loading</i>	73
Tabel 4. 6 Hasil <i>Average Variance Extracted</i> (AVE).....	74
Tabel 4. 7 Hasil <i>Discriminant Validity (Cross Loadings Factor)</i>	74
Tabel 4. 8 Hasil Nilai <i>Composite Reliability</i>	76
Tabel 4. 9 Hasil Nilai <i>Cronbach's Alpha</i>	76
Tabel 4. 10 Hasil Nilai R-Square	78
Tabel 4. 11 Hasil Uji F-Square	79
Tabel 4. 12 Hasil Path Coefficients dan t Value	80
Tabel 4. 13 Hasil Specific Indirect Effect	81
Tabel 4. 14 Hasil Uji Hipotesis	81