

DAFTAR TABEL

Table 1 Hasil-Hasil Penelitian Terdahulu Terkait E-Customer Satisfaction	36
Table 2. 1 Definisi E-Customer Satisfaction Menurut Para Ahli	42
Table 2. 2 Dimensi E-Customer Satisfaction.....	44
Table 2. 3 Definisi E-Service Quality dari Para Ahli	46
Table 2. 4 Dimensi E-Service Quality	47
Table 2. 5 Definisi Website Quality dari Para Ahli	49
Table 2. 6 Dimensi Website Quality	50
Table 2. 7 Definisi Customer Experience dari Para Ahli.....	52
Table 2. 8 Dimensi E-Customer Experience.....	53
Table 2. 9 Definisi E-Customer Engagement dari Para Ahli.....	55
Table 2. 10 Dimensi E-Customer Engagement.....	56
Table 2. 11 Definisi Perceived Usefulness dari Para Ahli.....	62
Table 2. 12 Dimensi Perceived Usefulness.....	63
Table 3. 1 Hasil Olah Operasionalisasi Variabel oleh Penulis.....	67
Table 3. 2 Kriteria Interpretasi Jawaban	85
Table 3. 3 Ringkasan Rule of Thumb Evaluasi Model Pengukuran Reflektif.....	91
Table 3. 4 Ringkasan Rule of Thumb Evaluasi Model Pengukuran Formatif.....	92
Table 3. 5 Ringkasan Rule of Thumb Evaluasi Model Pengukuran Struktural .	93
Table 4. 1 Deskripsi Dimensi Reliability.....	106
Table 4. 2 Deskripsi Dimensi Responsiveness	108
Table 4. 3 Deskripsi Dimensi Access	109
Table 4. 4 Rekapitulasi Variabel E-Service Quality	111
Table 4. 5 Deskripsi Dimensi Usability	112
Table 4. 6 Deskripsi Dimensi Information Quality.....	113
Table 4. 7 Deskripsi Dimensi Service Interaction	115
Table 4. 8 Rekapitulasi Variabel Website Quality.....	116
Table 4. 9 Deskripsi Dimensi Sense	117
Table 4. 10 Deskripsi Dimensi Sense	119
Table 4. 11 Deskripsi Dimensi Think	121
Table 4. 12 Deskripsi Dimensi Emotional	123

Table 4. 13 Deskripsi Dimensi Behavioral	124
Table 4. 14 Deskripsi Dimensi Cognitive	126
Table 4. 15 Rekapitulasi Variabel E-Customer Experience Engagement.....	128
Table 4. 16 Deskripsi Dimensi Effectiveness of Content	129
Table 4. 17 Deskripsi Dimensi Efficiency of Access	130
Table 4. 18 Deskripsi Dimensi Overall Satisfaction	132
Table 4. 19 Rekapitulasi Variabel E-Customer Stisfaction	133
Table 4. 20 Deskripsi Dimensi Efficiency of Task	134
Table 4. 21 Deskripsi Dimensi Productivity	136
Table 4. 22 Deskripsi Dimensi Effectiveness of Learning	138
Table 4. 23 Rekapitulasi Variabel Perceived Usefulness.....	140
Table 4. 24 Hasil Analisis Pengujian Validitas Item Instrumen E-Service Quality	141
Table 4. 25 Hasil Analisis Pengujian Validitas Item Instrumen Website Quality	141
Table 4. 26 Hasil Analisis Pengujian Validitas Item Instrumen E-Customer Experience Engagement.....	141
Table 4. 27 Hasil Analisis Pengujian Validitas Item Instrumen E-Customer Satisfaction.....	142
Table 4. 28 Hasil Analisis Pengujian Validitas Item Instrumen Perceived Usefulness	142
Table 4. 29 Nilai Reliabilitas Instrumen Seluruh Variabel Penelitian	143
Table 4. 30 Outer Loading / Loading Factor Stage 1	144
Table 4. 31 Composite Reliability dan Average Variance Extracted Stage 1	147
Table 4. 32 Fornell Larcker Stage 1	150
Table 4. 33 Outer Loading Stage 2	151
Table 4. 34 Composite Reliability dan Average Variance Extracted Stage 2	155
Table 4. 35 Fornell Larcker Stage 2	157
Table 4. 36 VIF	158
Table 4. 37 Path Coefficient dan P-Values	159
Table 4. 38 Confidence Interval	161

Table 4. 39 Specific Indirect Effect	163
Table 4. 40 Confidence Interval Uji Mediasi.....	164
Table 4. 41 Uji Moderasi	165
Table 4. 42 Confidence Interval Uji Moderasi.....	168
Table 4. 43 R-Square.....	169
Table 4. 44 Model Fit.....	170
Table 4. 45 F-Square	170
Table 4. 46 PLS Predict	172
Table 4. 47 Uji Hipotesis	174
Table 4. 48 Uji Simultan	180