

DAFTAR TABEL

Tabel 3. 1 Operasional Variabel	21
Tabel 3. 2 Skala Likert	27
Tabel 3. 3 Data Uji Validitas Membership	30
Tabel 3. 4 Data Uji Validitas Customer Experience.....	30
Tabel 3. 5 Data Uji Validitas Customer Satisfaction	31
Tabel 3. 6 Reliability Statistics Membership.....	32
Tabel 3. 7 Reliability Statistics Customer Experience.....	33
Tabel 3. 8 Reliability Statistics Customer Satisfaction	33
Tabel 3. 9 Presentase Capaian	35
Tabel 4. 1 Analisis Deskriptif Variabel Membershi	43
Tabel 4. 2 Hasil analisis deskriptif Membership	44
Tabel 4. 3 Analisis Deskriptif Variabel Customer Experience	46
Tabel 4. 4 Hasil analisis deskriptif variabel Customer Experience.....	47
Tabel 4. 5 Analisis deskriptif variabel Customer Satisfaction.....	48
Tabel 4. 6 Hasil analisis deskriptif variabel Customer Satisfaction	49
Tabel 4. 7 Hasil Uji Heteroskedastistas	53
Tabel 4. 8 Coefficients (Regresi Liniear Berganda)	54
Tabel 4. 9 Model Summary (Koefisien Determinasi)	55
Tabel 4. 10 Hasil Uji t	56
Tabel 4. 11 Hasil Uji F.....	57