

DAFTAR TABEL

Tabel 1.1 Hasil Mini Survey	13
Tabel 2.1.1 Literatur Studi 1	28
Tabel 2.2 Literatur Studi 2	29
Tabel 2.3 Literatur Studi 3	30
Tabel 2.4 Literatur Studi 4	31
Tabel 2.5 Literatur Studi 5	33
Tabel 2.6 Literatur Studi 6	34
Tabel 2.7 Literatur Studi 7	36
Tabel 3.1 Karakteristik Penelitian.....	40
Tabel 3.2 Operasionalisasi Variabel	42
Tabel 3.3 Skor Skala Likert	46
Tabel 3.4 Skala Likert Penelitian ini.....	46
Tabel 3.5 Hasil Uji Validitas.....	53
Tabel 3.6 Hasil Uji Reliabilitas.....	54
Tabel 3.7 Persentase Skor Pengukuran	56
Tabel 3.8 ringkasan kriteria uji model pengukuran	61
Tabel 4.1 Tanggapan responden terhadap variabel website quality	72
Tabel 4.2 Tanggapan Responden terhadap Variabel Perceived Flow.....	76
Tabel 4.3 Tanggapan Responden terhadap Variabel Customer Satisfaction	78
Tabel 4.4 Tanggapan Responden terhadap Variabel Purchase Intention.....	80
Tabel 4.5 Kriteria Uji Model Pengukuran.....	82
Tabel 4.6 Hasil Loading Factor.....	83
Tabel 4.7 Hasil Loading Factor Seteleah Melakukan Trimming.....	85
Tabel 4.8 Hasil Average Variance Extracted.....	86
Tabel 4.9 Hasil Cross Loading.....	87
Tabel 4.10 Hasil Cronbach's Alpha	88
Tabel 4.11 Hasil R Square	89

Tabel 4.12 Hasil Uji Hipotesis	90
Tabel 4.13 Tabel Interpretasi	92