

DAFTAR TABEL

Tabel 1. 1 Outlet Starbucks Bandung	6
Tabel 1. 2 Keluhan Pelanggan Starbucks Bandung	9
Tabel 1. 3 Hasil Kuisisioner Pra-Survey	12
Tabel 2. 1 Skripsi Terdahulu	33
Tabel 2. 2 Jurnal Nasional.....	36
Tabel 2. 3 Jurnal Internasional	39
Tabel 3. 1 Operasionalisasi Variabel	51
Tabel 3. 2 Skala Likert	54
Tabel 3. 3 Hasil Convergent Validity	59
Tabel 3. 4 Hasil Discriminant Validity (Cross Loading)	59
Tabel 3. 5 Parameter Uji Reabilitas	60
Tabel 3. 6 Hasil Composite Reability	61
Tabel 4. 1 Tanggapan Mengenai Brand Awareness.....	69
Tabel 4. 2 Tanggapan Mengenai Brand Image	73
Tabel 4. 3 Tanggapan Mengenai Perceived Quality	76
Tabel 4. 4 Tanggapan Mengenai Kepuasan Pelanggan	80
Tabel 4. 5 Tanggapan Mengenai Customer Loyalty	84
Tabel 4. 6 Tabel Hasil Outer Loading.....	88
Tabel 4. 7 Tabel Hasil Average Variated Extracted.....	89
Tabel 4. 8 Tabel Hasil Cross Loading.....	89
Tabel 4. 9 Fornell-Larcker Criterion	90
Tabel 4. 10 Tabel Hasil Construct Reliability.....	91
Tabel 4. 11 Tabel Hasil R-Square	93
Tabel 4. 12 Tabel Hasil Predictive Relevance	93
Tabel 4. 13 Tabel Hasil Penelitian	94