

## DAFTAR TABEL

Tabel 1.1 Keluhan Konsumen terkait e-Service Quality.....	6
Tabel 1.2 Keluhan Konsumen terkait Sales Promotion .....	9
Tabel 1.3 Keluhan Konsumen terkait Customer Satisfaction .....	11
Tabel 1.4 Keluhan Konsumen terkait Customer Loyalty .....	13
Tabel 2.1 Jurnal Internasional .....	33
Tabel 2.2 Jurnal Nasional .....	43
Tabel 3.1 Karakteristik Penelitian .....	53
Tabel 3.2 Operasional Variabel .....	55
Tabel 3.3 Instrumen Skala Likert .....	61
Tabel 3.4 Kriteria Structural Model atau Inner Model.....	75
Tabel 3.5 Kriteria Kecocokan Model .....	76
Tabel 4.1 Nilai Average Variance Expected (AVE).....	86
Tabel 4.2 Nilai Loading Factor .....	86
Tabel 4.3 Cross Loading .....	88
Tabel 4.4 Fornell-Larcker Criterion .....	90
Tabel 4.5 Heterotrait-Monotrait Ratio (HTMT).....	90
Tabel 4.6 Hasil Variance Inflation Factors (VIF).....	91
Tabel 4.7 Uji Reliabilitas.....	92
Tabel 4.8 R-Square.....	94
Tabel 4.9 Model Fit.....	95
Tabel 4.10 Q-Square.....	96
Tabel 4.11 Hasil Uji Hipotesis .....	97