

DAFTAR TABEL

| | |
|--|-----|
| Tabel 1.1 Data Jumlah Transaksi Sinar Cahaya Kopi Mei 2021 – April 2022..... | 4 |
| Tabel 1.2 Kelebihan Sinar Cahaya Kopi..... | 5 |
| Tabel 1.3 Kekurangan Sinar Cahaya Kopi..... | 5 |
| Tabel 2.1 Jurnal Nasional..... | 23 |
| Tabel 2.2 Jurnal Internasional | 25 |
| Tabel 2.1 Skripsi | 28 |
| Tabel 3.1 Operasional Variabel Kualitas Pelayanan..... | 46 |
| Tabel 3.2 Operasional Variabel Variasi Produk | 47 |
| Tabel 3.3 Operasional Variabel Minat Beli Ulang..... | 49 |
| Tabel 3.4 Operasional Variabel Kepuasan Konsumen | 50 |
| Tabel 3.5 Skala Likert | 51 |
| Tabel 3.6 Kategori Interpretasi Skor..... | 58 |
| Tabel 3.7 Kriteria SmartPLS..... | 59 |
| Tabel 4. 1 Hasil <i>Outer Loading</i> | 86 |
| Tabel 4. 2 Hasil <i>Average Variance Extracted</i> | 87 |
| Tabel 4. 3 Hasil <i>Discriminant Validity (Cross Loading Factor)</i> | 87 |
| Tabel 4. 4 Hasil Reliabilitas | 89 |
| Tabel 4. 5 Nilai <i>R-Square</i> | 91 |
| Tabel 4. 6 F Square | 91 |
| Tabel 4. 7 <i>Path Coefficients</i> dan Nilai T Hitung..... | 93 |
| Tabel 4. 8 Hasil <i>Outer Loading</i> | 122 |
| Tabel 4. 9 Hasil <i>Average Variance Extracted</i> | 123 |
| Tabel 4. 10 Hasil <i>Discriminant Validity (Cross Loading Factor)</i> | 123 |
| Tabel 4. 11 Hasil Reliabilitas | 124 |
| Tabel 4. 12 Nilai <i>R-Square</i> | 125 |
| Tabel 4. 13 <i>Path Coefficients</i> dan Nilai T Hitung..... | 125 |
| Tabel 4. 14 Pengaruh Antar Variabel Sub Struktural Pertama | 126 |
| Tabel 4. 15 Pengaruh Antar Variabel Sub Struktural Kedua..... | 127 |