

DAFTAR TABEL

| | |
|----------------------------------------------------------------------------|----|
| Tabel 2. 1 Penelitian Terdahulu Nasional | 19 |
| Tabel 2. 2 Penelitian Terdahulu Internasional | 22 |
| Tabel 3. 1 Karakteristik Penelitian..... | 29 |
| Tabel 3. 2 Operasional Variabel..... | 29 |
| Tabel 3. 7 Kategori pengklasifikasian..... | 40 |
| Tabel 3. 5 Ringkasan Rule of Thumb Evaluasi Outer Model | 42 |
| Tabel 3. 6 Ringkasan Rule Thumb Evaluasi Model Struktural..... | 44 |
| Tabel 4. 1 Hasil Kuesioner Variabel Customer Relationship Management | 51 |
| Tabel 4. 2 Hasil Kuesioner Variabel Customer Satisfaction..... | 53 |
| Tabel 4. 3 Hasil Kuesioner Variabel Customer Satisfaction..... | 54 |
| Tabel 4. 4 Pengujian Validitas Convergent..... | 58 |
| Tabel 4. 5 Pengujian Average Variance Extracted (AVE) | 59 |
| Tabel 4. 6 Pengujian Validitas Discriminant | 60 |
| Tabel 4. 7 Uji Reliabilitas | 61 |
| Tabel 4. 8 Nilai R-Square..... | 63 |
| Tabel 4. 9 Nilai f-Square | 64 |
| Tabel 4. 10 Path Analysis | 64 |