

DAFTAR TABEL

TABEL 1.1 Review Pelanggan Maze Café.....	19
TABEL 2.1 Penelitian Terdahulu.....	27
TABEL 3.1 Variabel Operasional.....	32
TABEL 3.2 Pemberian Skor untuk Jawaban Kuesioner.....	34
TABEL 3.3 Hasil Uji Validitas Kualitas Layanan Kenyataan	39
TABEL 3.4 Hasil Uji Validitas Kualitas Layanan Harapan	40
TABEL 3.5 Tabel Hasil Uji Reabilitas	41
TABEL 3.6 Hasil Uji Reabilitas Kenyataan	41
TABEL 3.7 Hasil Uji Reabilitas Harapan	41
TABEL 3.8 Interpretasi <i>Customer Satisfaction Index</i>	47
TABEL 3.9 Kategori Interpretasi Skor.....	48
TABEL 4.1 Tabel Analisis Deskriptif Atribut Kenyataan (<i>Tangible</i>).....	51
TABEL 4.2 Tabel Analisis Deskriptif Atribut Kenyataan (<i>Reability</i>).....	52
TABEL 4.3 Tabel Analisis Deskriptif Atribut Kenyataan (<i>Responsiveness</i>).....	53
TABEL 4.4 Tabel Analisis Deskriptif Atribut Kenyataan (<i>Assurance</i>).....	54
TABEL 4.5 Tabel Analisis Deskriptif Atribut Kenyataan (<i>Emphaty</i>).....	55
TABEL 4.6 Hasil Rata-rata Data Kenyataan.....	56
TABEL 4.7 Tabel Analisis Deskriptif Atribut Harapan (<i>Tangible</i>).....	57
TABEL 4.8 Tabel Analisis Deskriptif Atribut Harapan (<i>Reability</i>).....	58
TABEL 4.9 Tabel Analisis Deskriptif Atribut Harapan (<i>Responsiveness</i>).....	59
TABEL 4.10 Tabel Analisis Deskriptif Atribut Harapan (<i>Assurance</i>).....	60
TABEL 4.11 Tabel Analisis Deskriptif Atribut Harapan (<i>Emphaty</i>).....	61
TABEL 4.12 Hasil Rata-rata Data Harapan.....	62
TABEL 4.13 Skor Rata-rata <i>Customer Satisfaction Index</i>	63
TABEL 4.14 Hasil Skor <i>Customer Satisfaction Index</i>	64
TABEL 4. 15 Tabel Rata-rata <i>Importance Perfomance Analysis</i>	65