

DAFTAR TABEL

Tabel 2. 1 Jurnal Penelitian Terdahulu	20
Tabel 3. 1 Operasional Variabel.....	36
Tabel 3. 2 Hasil Uji Validitas.....	46
Tabel 3. 3 Uji Reliabilitas	47
Tabel 3. 4 Nilai Interval	48
Tabel 3. 5 Ringkasan Uji Validitas Konvergen dan Validitas Diskriminan	51
Tabel 3. 6 Ringkasan Uji Reliabilitas Konstruk	51
Tabel 4. 1 Penyebaran Kuesioner Penelitian.....	54
Tabel 4. 2 Analisis Deskriptif Communication.....	57
Tabel 4. 3 Analisis Deskriptif Technology Adoption	58
Tabel 4. 4 Analisis Deskriptif Complaint Handling.....	60
Tabel 4. 5 Analisis Deskriptif Convenience	62
Tabel 4. 6 Analisis Deskriptif Security	63
Tabel 4. 7 Analisis Deskriptif Service Recovery	65
Tabel 4. 8 Uji Validitas Konvergen	67
Tabel 4. 9 Perhitungan Ulang Uji Validitas Konvergen	68
Tabel 4. 10 Composite Reliability.....	69
Tabel 4. 11 Nilai Average Variance Extracted (AVE)	70
Tabel 4. 12 Nilai Cross Loading	70
Tabel 4. 13 Nilai Fornell-Larcker Criterion.....	71
Tabel 4. 14 Tabel Nilai HTMT	72
Tabel 4. 15 Hasil Uji Reliabilitas	72
Tabel 4. 16 Nilai R-Square	74
Tabel 4. 17 Hasil Uji F ²	74
Tabel 4. 18 Hasil Predictive Relevance	75
Tabel 4. 19 Hasil VIF.....	75
Tabel 4. 20 Uji Hipotesis	76
Tabel 4. 21 Analisis Deskriptif Variabel E-CRM.....	78
Tabel 4. 22 Analisis Deskriptif Variabel Customer Experience	80