

DAFTAR TABEL

Tabel 1. 1 Kategori Variasi Warna Pashmina Rajut KRB.ID	5
Tabel 1. 2 Penilaian dan Komentar Konsumen KRB.ID pada Review Shopee.....	10
Tabel 2. 1 Skripsi Terdahulu.....	22
Tabel 2. 2 Jurnal Nasional.....	28
Tabel 2. 3 Jurnal Internasional	33
Tabel 3. 1 Variabel Operasional.....	45
Tabel 3. 2 Skala Pengukuran Likert dan Skor Nilai.....	48
Tabel 3. 3 Hasil Uji Validitas.....	54
Tabel 3. 4 Hasil Uji Reabilitas	55
Tabel 3. 5 Kriteria Interpretasi Skor	57
Tabel 4. 1 Analisis Deskriptif Variabel <i>Customer Relationship Management</i>	70
Tabel 4. 2 Analisis Deskriptif Variabel <i>Customer Satisfaction</i>	76
Tabel 4. 3 Analisis Deskriptif Variabel <i>Customer Brand Loyalty</i>	78
Tabel 4. 4 <i>Loading Factor</i>	84
Tabel 4. 5 AVE	85
Tabel 4. 6 <i>Cross loading</i>	86
Tabel 4. 7 Fornell Lacker	87
Tabel 4. 8 Uji Reliabilitas	89
Tabel 4. 9 R Square	89
Tabel 4. 10 Q-Square	90
Tabel 4. 11 <i>Path Coefficient</i>	91
Tabel 4. 12 <i>Specific Indirect Effects</i>	92