

DAFTAR TABEL

Tabel 1.1 Keluhan Konsumen Pizza Hut	4
Tabel 1.2 Gap Net Sales dan Income/(Loss).....	13
Tabel 2.1 Penelitian Terdahulu.....	30
Tabel 3.1 Karakteristik Penelitian	54
Tabel 3.2 Operasionalisasi Variabel	56
Tabel 3.3 Pengukuran Skala Ordinal.....	68
Tabel 3. 4 Hasil validitas konvergen berdasarkan loading faktor	70
Tabel 3. 5 Hasil pilot test berdasarkan nilai Fornell lacker criterion	71
Tabel 3. 6 Kriteria Interpretasi Indikator	73
Tabel 3. 7 Kriteria Kecocokan Model	80
Tabel 4. 1 Analisis Deskriptif Variabel Brand Hate	87
Tabel 4. 2 Analisis Deskriptif Variabel Non- Repurchase Intention	89
Tabel 4. 3 Konversi Variabel Service Quality	90
Tabel 4. 4 Analisis Deskriptif Variabel NWOM	92
Tabel 4. 5 Analisis Deskriptif Variabel Online Complaining.....	93
Tabel 4. 6 Analisis Deskriptif Variabel Non- Repurchase Intention	95
Tabel 4. 7 Konversi Variabel Non-Repurchase Intention	96
Tabel 4. 8 Nilai Loading Factor Setiap Indikator.....	99
Tabel 4. 9 Hasil Uji Average Variance Extracted.....	101
Tabel 4. 10 Uji Fornell-Larcker Criterion.....	102
Tabel 4. 11 Heterotrait-Monotrait (HTMT)	102
Tabel 4. 12 Nilai Cross Loading Setiap Indikator.....	103
Tabel 4. 13 Nilai Cronbach's Alpha Setiap Variabel.....	105
Tabel 4. 14 Hasil Composite Reliability Setiap Variabel.....	105
Tabel 4. 15 Path Coefficient.....	107
Tabel 4. 16 Hasil Uji R Square	109
Tabel 4. 17 Hasil Uji F Square (F^2).....	110
Tabel 4. 18 Hasil Q Square	111
Tabel 4. 19 Output Model Fit.....	112

Tabel 4. 20 Hasil Uji Hipotesis Pengaruh Langsung	113
Tabel 4. 21 Hasil Uji Hipotesis Pengaruh Tidak Langsung	114