

DAFTAR TABEL

Tabel 1. 1	Keluhan Pengguna MyTelkomsel pada website Mediakonsumen.com.....	10
Tabel 1. 2	Penilaian dan Komentar Pengguna aplikasi MyTelkomsel pada Play Store.....	13
Tabel 2. 1	Penelitian Terdahulu.....	27
Tabel 3. 1	Karakteristik Penelitian.....	41
Tabel 3. 2	Operasionalisasi Variabel.....	42
Tabel 3. 3	Uji Validitas (n=30).....	53
Tabel 3. 4	Uji Reliabilitas.....	55
Tabel 3. 5	Rentang Persentase.....	56
Tabel 3. 6	Ringkasan rule of thumb evaluasi outer model.....	60
Tabel 3. 7	Kriteria Pada Uji Inner Model.....	61
Tabel 4. 1	Hasil Analisis Deskriptif <i>Electronic Customer Relationship Management</i>	67
Tabel 4. 2	Hasil Analisis Deskriptif <i>Customer Experience</i>	71
Tabel 4. 3	Analisis Deskriptif <i>Customer Satisfaction</i>	74
Tabel 4. 4	Nilai <i>Loading Factor</i> Variabel <i>Electronic Customer Relationship Management</i>	78
Tabel 4. 5	Nilai <i>Loading Factor</i> Variabel <i>Customer Experience</i>	78
Tabel 4. 6	Nilai <i>Loading Factor</i> Variabel <i>Customer Satisfaction</i>	79
Tabel 4. 7	Nilai <i>Average Variance Extraction</i> Seluruh Variabel.....	79
Tabel 4. 8	Nilai <i>Cross Loading</i> Variabel.....	80
Tabel 4. 9	Nilai <i>Heterotrait Monotrait Ratio</i> Variabel.....	82
Tabel 4. 10	Hasil Reliabilitas.....	82
Tabel 4. 11	Hasil Pengujian R Square.....	83
Tabel 4. 12	Hasil Pengujian F Square.....	85
Tabel 4. 13	Hasil Pengujian Q Square.....	85
Tabel 4. 14	Hasil Pengujian <i>Direct Effect (Path Coefficient)</i>	86
Tabel 4. 15	Hasil Pengujian <i>Indirect Effect</i>	87
Tabel 4. 16	Hasil Pengujian Hipotesis.....	88