

DAFTAR TABEL

Tabel 1. 1 Ulasan pengguna aplikasi link Aja.....	7
Tabel 2. 1 Penelitian Terdahulu	19
Tabel 3. 1 Karakteristik Peneliti.....	37
Tabel 3. 2 Operasional Variabel.....	39
Tabel 3. 3 Kriteria Bobot Jawaban.....	43
Tabel 3. 4 Hasil Uji Validitas.....	50
Tabel 3. 5 Uji Reliabilitas	52
Tabel 3. 6 Intepretasi Penelitian.....	53
Tabel 3. 7 <i>Role Of Thumb Outer Model</i>	55
Tabel 3. 8 <i>Rule of Thumb Inner Model</i>	56
Tabel 4. 1 Tanggapan Terhadap Variabel <i>E- Service Quality</i>	64
Tabel 4. 2 Tanggapan Responden Terhadap Variabel <i>E-Customer Satisfaction</i> ..	70
Tabel 4. 3 Tanggapan Responden Variabel <i>E-Customer Loyalty</i>	73
Tabel 4. 4 Hasil Uji <i>Convergent Validity</i>	76
a. Tabel 4. 5 Hasil Uji <i>Convergent Valdity Forner Larcker</i>	77
b. Tabel 4. 6 (<i>Cross Loading</i>)	77
Tabel 4. 7 Hasil Uji Reliabilitas	78
Tabel 4. 8 Hasil Uji <i>Coefficient Of Determination (R2)</i>	78
Tabel 4. 9 Hasil Uji <i>Cross-Validated Redundancy (Q2)</i>	79
Tabel 4. 10 Hasil <i>Uji Effect Size (F2)</i>	80
Tabel 4. 11 Hasil <i>Uji Kecocokan Model (Goodness of Fit)</i>	80
Tabel 4. 12 Hasil <i>Uji Hipotesis Path coeffisient</i>	82