

## DAFTAR TABEL

|                                                                   |     |
|-------------------------------------------------------------------|-----|
| Tabel 1.1 Marketshare Svod di Indonesia 2023.....                 | 23  |
| Tabel 1.2 Market Share Netflix.....                               | 33  |
| Tabel 2.1 Jurnal Internasional Penelitian Terdahulu.....          | 40  |
| Tabel 2.2 Jurnal Nasional Terdahulu .....                         | 59  |
| Tabel 2.3 Penelitian Skripsi Terdahulu.....                       | 51  |
| Tabel 3.1 Tabel Operasionalisasi Variabel .....                   | 62  |
| Tabel 3.2 Instrumen Skala Likert.....                             | 77  |
| Tabel 3.3 Hasil Uji Validitas 30 Responden.....                   | 70  |
| Tabel 3.4 Hasil Uji Reliabilitas.....                             | 72  |
| Tabel 3.5 Presentase Kriteria Interpretasi Skor .....             | 86  |
| Tabel 3.6 Kriteria Penilaian PLS .....                            | 88  |
| Tabel 4.1 Tanggapan Responden Mengenai Brand Image .....          | 92  |
| Tabel 4.2 Tanggapan Responden Mengenai Customer Satisfaction..... | 95  |
| Tabel 4.3 Tanggapan Responden Mengenai Customer Loyalty .....     | 99  |
| Tabel 4.4 Hasil Validitas Konvergen .....                         | 104 |
| Tabel 4.5 Hasil Validitas Diskriminan.....                        | 104 |
| Tabel 4.6 Composite Reliability .....                             | 104 |
| Tabel 4.7 Nilai R-square .....                                    | 105 |
| Tabel 4.8 Path Coefficient .....                                  | 108 |
| Tabel 4.8 Hasil Dari Hipotesis.....                               | 110 |