

DAFTAR TABEL

Tabel 1.1 Ulasan Kepuasan Pelanggan Kedai Kopi.....	12
Tabel 2.1 Kajian Penelitian Terdahulu.....	34
Tabel 3.1 Tabel Operasional Variabel	41
Tabel 3.2 Skala Likert.....	43
Tabel 3.3 Hasil Uji Validitas.....	48
Tabel 3.4 Hasil Uji Reliabilitas.....	50
Tabel 3.5 Tabel Kriteria Interpretasi Skor	51
Tabel 3.6 Kriteria Rule of Thumb.....	54
Tabel 3.7 Kriteria R-Square	56
Tabel 3.8 Kriteria F-Square.....	57
Tabel 3.9 Kriteria Upsilon.....	57
Tabel 4.1 Kriteria Responden Berdasarkan Coffee Shop	61
Tabel 4.2 Kriteria Responden Berdasarkan Jabatan.....	62
Tabel 4.3 Kriteria Responden Berdasarkan Jenis Kelamin.....	62
Tabel 4.4 Kriteria Responden Berdasarkan Lama Masa Kerja.....	63
Tabel 4.5 Analisis Deskriptif Variabel Entrepreneurial Marketing (X).....	64
Tabel 4.6 Analisis Deskriptif Variabel Nilai Pelanggan (Z).....	71
Tabel 4.7 Analisis Deskriptif Variabel Kepuasan Pelanggan (Y).....	74
Tabel 4.8 Hasil Outer Loading.....	80
Tabel 4.9 Hasil Average Variance Extracted (AVE)	82
Tabel 4.10 Hasil Heterotrait-Monotrait Ratio (HTMT).....	84
Tabel 4.11 Hasil Uji Composite Reliability dan Cronbach's Alpha.....	85
Tabel 4.12 Hasil Outer Loading Second Order.....	87
Tabel 4.13 Hasil Uji Validitas dan Reliabilitas Second Order.....	88
Tabel 4.14 Hasil Uji Heterotrait-Monotrait Ratio (HTMT).....	89
Tabel 4.15 Hasil Uji R-Square.....	90
Tabel 4.16 Hasil Uji F-Square	91
Tabel 4.17 Pengukuran Effect Size dengan Upsilon (ν).....	92

Tabel 4.18 Hasil Path Coefficients.....	93
Tabel 4.19 Hasil Goodness of Fit Test.....	94
Tabel 4.20 Hasil Uji Hipotesis Secara Langsung.....	95
Tabel 4.21 Hasil Uji Hipotesis Secara Tidak Langsung	96