

DAFTAR TABEL

Tabel 1.1 Jumlah Pelanggan Telkomsel di Regional Papua Maluku	5
Tabel 1.2 Harga Paket Data Telkomsel	12
Tabel 2.1 Kajian Penelitian Terdahulu	42
Tabel 3.1 Karakteristik Penelitian	98
Tabel 3.2 Operasionalisasi Variabel	100
Tabel 3.3 Skala Pengukuran Likert	105
Tabel 3.4 Total Pelanggan Telkomsel di Papua Maluku	109
Tabel 3.5 Kriteria Sampel Pelanggan Telkomsel	110
Tabel 3.6 Hasil Pengukuran Uji Validitas	115
Tabel 3.7 Hasil Pengujian Reliabilitas	118
Tabel 3.8 Rentang Persentase	119
Tabel 3.9 Hasil Uji Hipotesis	121
Tabel 4.1 Hasil Penyebaran Kuisioner	122
Tabel 4.2 Tanggapan Responden Mengenai Variabel Corporate Image	132
Tabel 4.3 Tanggapan Responden Mengenai Variabel Service Quality ...	134
Tabel 4.4 Tanggapan Responden Mengenai Variabel Pricefairness	137
Tabel 4.5 Tanggapan Responden Mengenai Variabel Customer Satisfaction	140
Tabel 4.6 Tanggapan Responden Mengenai Variabel Customer Loyalty ...	142
Tabel 4.7 Hasil Outer Loading	145
Tabel 4.8 Hasil Average Variance Extracted (AVE)	147
Tabel 4.9 Hasil Cross Loading	148
Tabel 4.10 Hasil Uji Fornell-Larcker Criterion Akar kuadrat AVE (nilai diagonal)	150
Tabel 4.11 Hasil Uji HTMT	151

Tabel 4.12 Hasil Uji Composite Reliability (CR), Cronbach's Alpha, dan Average Variance Extracted (AVE)	153
Tabel 4.13 Hasil Path Coefficient	155
Tabel 4.14 Hasil Pengujian R-Square dan Adjusted R-Square	157
Tabel 4.15 Hasil Pengujian Effect Size (f-square)	158
Tabel 4.16 Hasil Pengujian Q-Square (Crossvalidated Redundancy)	161
Tabel 4.17 Hasil Pengujian Q-Square (Crossvalidated Communality)	162
Tabel 4.18 Hasil PLS Predict dan Interpretasi	165
Tabel 4.19 Analisis Berdasarkan Per Kategori Indikator	165
Tabel 4.20 Analisis Direct Effect	167
Tabel 4.21 Analisis Total Indirect Effect	169
Tabel 4.22 Analisis Specific Direct Effect	170
Tabel 4.23 Analisis Total Effect	172
Tabel 4.24 Pengujian Kecocokan Model (Goodness of Fit Test)	174