**DAFTAR TABEL**

Tabel 2.1 Pengaruh Kualitas Layanan dan Harga Terhadap Kepuasan Mahasiswa Kwik

Kian Gie School of Business di Sunter, Jakarta Utara.........................................12

Tabel 2.2 Pengaruh *E-Service Quality* dan *Perceived Value* terhadap Kepuasan

Pelanggan dan Loyalitas Pelanggan.....................................................................13

Tabel 2.3 Analisa Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan di

Laundry 5ASEC Surabaya...................................................................................13

Tabel 2.4 Analisis Pengaruh Kepercayaan dan Kualitas Pelayanan terhadap

Keputusan Pembelian di Tokopedia.com..............................................................14

Tabel 3.1 Dimensi dan Instrumen.........................................................................................18

Tabel 4.1 Profil Responden Berdasarkan Jenis Kelamin.......................................................29

Tabel 4.2 Profil Responden Berdasarkan Usia......................................................................30

Tabel 4.3 Profil Responden Berdasarkan Pekerjaan.............................................................30

Tabel 4.4 Profil Responden Berdasarkan Tingkat Pendapatan per Bulan............................31

Tabel 4.5 Nilai Rata-Rata Variabel Kualitas Layanan (X1).................................................32

Tabel 4.6 Hasil Uji One Sample Test Kualitas Layanan (X1)...............................................33

Tabel 4.7 Nilai Rata-Rata Variabel Harga (X2)...................................................................33

Tabel 4.8 Hasil Uji One Sample Test Harga..........................................................................34

Tabel 4.9 Nilai Rata-Rata Variabel Loyalitas Pelanggan (Y)................................................35

Tabel 4.10 Hasil Uji One Sample Test Loyalitas Pelanggan.................................................35

Tabel 4.11 Nilai Rata-Rata Variabel.....................................................................................36

Tabel 4.12 Hasil Uji Validitas Kualitas Layanan (X1)..........................................................36

Tabel 4.13 Hasil Uji Validitas Harga (X2)............................................................................38

Tabel 4.14 Hasil Uji Validitas Loyalitas Pelanggan (Y).......................................................38

Tabel 4.15 Uji Reliabilitas Kualitas Layanan (X1)...............................................................39

Tabel 4.16 Tabel Uji Reliabilitas Harga (X2)........................................................................39

Tabel 4.17 Tabel Uji Reliabilitas Loyalitas Pelanggan (Y)...................................................39

Tabel 4.18 Hasil Uji Normalitas...........................................................................................40

Tabel 4.19 Hasil Uji Multikolinearitas..................................................................................41

Tabel 4.20 Hasil Uji Heteroskedastisitas..............................................................................42

Tabel 4.21 Hasil Uji F...........................................................................................................43

Tabel 4.22 Hasil Uji Signifikan Koefieisn (Uji t)..................................................................44

Tabel 4.23 Hasil Uji Koefisien Determinasi.........................................................................45