

## DAFTAR GAMBAR

Gambar 1. 1 Data volume transaksi BCA menurut jaringan layanan utama 2021.	3
Gambar 1. 2 Data komposisi volume transaksi BCA kuartal II 2022.....	4
Gambar 2. 1 Kerangka Konseptual Penelitian .....	34
Gambar 4. 1 Tampilan <i>Output</i> Diagram Jalur.....	63
Gambar 4. 2 Tampilan <i>Output</i> Diagram Jalur Re-estimasi.....	65
Gambar 4. 3 Tampilan Hasil <i>Predictive Relevance</i> .....	72

## DAFTAR TABEL

Tabel 2. 1 Kajian Empiris .....	20
Tabel 3. 1 Daftar Pilihan Jawaban Kuesioner dan Nilai Skor.....	38
Tabel 3. 2 Definsi Operasional Tabel .....	41
Tabel 4. 1 Jenis Kelamin Responden .....	53
Tabel 4. 2 Usia Responden.....	54
Tabel 4. 3 Pekerjaan Responden .....	55
Tabel 4. 4 Pendapatan Responden .....	56
Tabel 4. 5 Statistik Deskriptif .....	57
Tabel 4. 6 Kriteria Penilaian Jawaban Responden.....	58
Tabel 4. 7 Tanggapan Responden Mengenai Variabel <i>E-Service Quality</i> .....	60
Tabel 4. 8 Tanggapan Responden Mengenai Variabel CCI.....	61
Tabel 4. 9 Tanggapan Responden Mengenai Variabel <i>Customer Loyalty</i> .....	62
Tabel 4. 10 Tanggapan Responden Mengenai Variabel E-WOM .....	64
Tabel 4. 11 <i>Outer Model (Measurement Model)</i> .....	66
Tabel 4. 12 <i>Outer Loading (Measurement Model) After Dropped</i> .....	67
Tabel 4. 13 <i>Average Variance Extracted (AVE)</i> .....	68
Tabel 4. 14 Nilai <i>Discriminant Validity (Cross Loading)</i> .....	69
Tabel 4. 15 Nilai <i>Discriminant Validity (Cross Loading) After Dropped</i> .....	70
Tabel 4. 16 Nilai <i>Heterotrait-monotrait rasio (HTMT)</i> .....	71
Tabel 4. 17 <i>Composite Reability</i> .....	71
Tabel 4. 18 <i>Cronbach Alpha</i> .....	71
Tabel 4. 19 Hasil Pengujian T-Statistik .....	74

## DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian.....	98
Lampiran 2 Data Kuesioner .....	102
Lampiran 3 Karakteristik Responden.....	113
Lampiran 4 Variabel Penelitian .....	114
Lampiran 5 Hasil Uji Outer.....	116
Lampiran 6 Hasil Uji Inner .....	122