

DAFTAR TABEL

| | | |
|------------|--|----|
| Tabel 1.1 | Situs Penjualan Tiket Pesawat dan Hotel | 3 |
| Tabel 1.2 | Total Penjualan Tiket Pesawat dan Hotel di Pegipegi.com | 4 |
| Tabel 1.3 | Data Pra Survey | 7 |
| Tabel 2.1 | Penelitian Terdahulu | 31 |
| Tabel 3.1 | Definisi Operasional Variabel | 39 |
| Tabel 3.2 | Instrument Skala Likert | 41 |
| Tabel 4.1 | Karakteristik Jawaban Variabel Persepsi Harga | 55 |
| Tabel 4.2 | Karakteristik Jawaban Variabel Komunikasi Pemasaran | 56 |
| Tabel 4.3 | Karakteristik Jawaban Variabel Kualitas Website | 57 |
| Tabel 4.4 | Karakteristik Jawaban Variabel Keputusan Pembelian | 59 |
| Tabel 4.5 | Hasil Uji <i>Convergent Validity</i> | 62 |
| Tabel 4.6 | Hasil Uji <i>Convergent Validity</i> Modifikasi | 65 |
| Tabel 4.7 | Hasil Output AVE | 66 |
| Tabel 4.8 | Hasil Uji <i>Discriminant Validity (Cross Loading)</i> | 67 |
| Tabel 4.9 | Hasil Uji <i>Discriminant Validity (Fornell-Larcker)</i> | 69 |
| Tabel 4.10 | Uji Reabilitas (<i>Composite Reability</i>) | 70 |

| | | |
|------------|---|----|
| Tabel 4.11 | Uji <i>Cronbachs Alpha</i> | 71 |
| Tabel 4.12 | Uji <i>R-Square</i> | 72 |
| Tabel 4.13 | Hasil Uji Hipotesis (<i>Path Coefficient</i>) | 73 |
| Tabel 4.14 | Hasil Uji Hipotesis Akhir | 74 |

