

DAFTAR TABEL

Tabel 1.1 cafe dikota metro	4
Tabel 1.2 pra-survey	6
Tabel 2.1 penelitian terdahulu	20
Tabel 3.1 intrepretasi skala likert.....	29
Tabel 3.2 Definisi operasional	31
Tabel 4.1 uji f.....	37
Tabel 4.2 uji berdasarkan usia	38
Tabel 4.3 uji berdasarakan pekerjaan	38
Tabel 4.4 uji berdasarkan penghasilan.....	39
Tabel 4.5 uji kualitas layanan	40
Tabel 4.6 uji f store atsmosphere	41
Tabel 4.7 uji f presepsi harga	42
Tabel 4.8 uji f keputusan pembelian.....	43
Tabel 4.9 outer loadings.....	45
Tabel 4.10 uter loadings.....	46
Tabel 4.11 outer loadings.....	46
Tabel 4.12 outer loadings.....	47
Tabel 4.13average variance	47
Tabel 4.14 composite realiabelity	48
Tabel 4.15 nilai r square	50
Tabel 4.16 path coofecient.....	51