

DAFTAR TABEL

Tabel 1. 1 Jumlah Coffee Shop di Tangerang Selatan.....	9
Tabel 1. 2 Daftar Cabang Fore Coffee di Tangerang Selatan.....	10
Tabel 2. 1 Penelitian Terdahulu.....	21
Tabel 3. 1 Skala Likert	36
Tabel 3. 2 Definisi Operasional Variabel	37
Tabel 3. 3 Definisi Operasional E-WOM.....	39
Tabel 3. 4 Definisi Operasional Citra Merek	40
Tabel 3. 5 Definisi Operasional Minat Beli	41
Tabel 3. 6 Kriteria kelayakan model	47
Tabel 4. 1 Data Gender Responden.....	49
Tabel 4. 2 Kelompok Rentang Usia	50
Tabel 4. 3 Karakteristik Pekerjaan Responden	51
Tabel 4. 4 Karakteristik Penghasilan Responden.....	52
Tabel 4. 5 Data Statistik Variabel Deskriptif Kualitas Produk.....	53
Tabel 4. 6 Data Statistik Variabel Deskriptif Electronic Word Of Mouth (E-WOM)	54
Tabel 4. 7 Data Statistik Variabel Deskriptif Citra Merek	55
Tabel 4. 8 Data Statistik Variabel Deskriptif Minat Beli.....	56
Tabel 4. 9 Data Nilai Loading Factor.....	58
Tabel 4. 10 Data Nilai Average Variance Extracted (AVE).....	59
Tabel 4. 11 Data Nilai Cross Loading	60
Tabel 4. 12 Data Nilai Cronbach's Alpha.....	61
Tabel 4. 13 Hasil Nilai Composite Reliability	62
Tabel 4. 14 Data Nilai R-Square	62
Tabel 4. 15 Hasil Data F-Square	63
Tabel 4. 16 Hasil Data Q_Square.....	64
Tabel 4. 17 Hasil Pengujian Hipotesis	65