

DAFTAR TABEL

Tabel 4.1 Profil Responden.....	52
Tabel 4.2 Data Statistik Variabel Deskriptif Keputusan Pembelian.....	54
Tabel 4.3 Data Statistik Variabel Deskriptif Sosial Media Marketing	55
Tabel 4.4 Data Statistik Variabel Deskriptif Kualitas Produk.....	56
Tabel 4.5 Data Statistik Variabel Deskriptif Citra Merek	56
Tabel 4.6 Nilai Loading Faktor Sebelum Eliminasi	58
Tabel 4.7 Average Variance Extracted (AVE).....	60
Tabel 4.8 Nilai Nilai Cross Loading Setelah Eliminasi	61
Tabel 4.9 Nilai Realibilitas	62
Tabel 4.10 Nilai R Square	63
Tabel 4.11 Nilai F Square.....	64
Tabel 4.12 Nilai Q Square	65
Tabel 4.13 Nilai GoF.....	66