

DAFTAR TABEL

<i>Table 1.1 Perbandingan Harga</i>	6
<i>Table 2.1 Penelitian Terdahulu</i>	19
<i>Table 3.1 Pemeringkatan Skala</i>	34
<i>Table 3.2 Operasional Keputusan Pembelian</i>	35
<i>Table 3.3 Operasional E-WOM</i>	37
<i>Table 3.4 Operasional Harga</i>	39
<i>Table 3.5 Operasional Citra Merek</i>	40
<i>Table 4.1 Jenis Kelamin</i>	46
<i>Table 4.2 Usia</i>	47
<i>Table 4.3 Pekerjaan</i>	47
<i>Table 4.4 Penghasilan</i>	48
<i>Table 4.5 Hasil Analisis Deskriptif</i>	49
<i>Table 4.6 Hasil Uji Validitas</i>	51
<i>Table 4.7 Hasil Uji Reliabilitas</i>	52
<i>Table 4.8 Hasil Uji Normalitas</i>	53
<i>Table 4.9 Hasil Uji Heteroskedistisitas</i>	53
<i>Table 4.10 Hasil Uji Multikolinearitas</i>	54
<i>Table 4.11 Hasil Uji linear</i>	55
<i>Table 4.12 Hasil Uji Koefisien Determinasi</i>	56
<i>Table 4.13 Hasil Uji F</i>	57
<i>Table 4.14 Hasil Uji T</i>	57