

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	26
Tabel 3.1 Kategori Jawaban Skala <i>Likert</i>	37
Tabel 3.2 Definisi Operasional Variabel.....	39
Tabel 4.1 Karakteristik Usia Responden.....	46
Tabel 4.2 Karakteristik Jenis Kelamin Responden	46
Tabel 4.3 Karakteristik Pekerjaan Responden	46
Tabel 4.4 Karakteristik Domisili Responden.....	47
Tabel 4.5 Karakteristik Pendapatan Perbulan Responden	47
Tabel 4.6 Distribusi Jawaban Responden Variabel <i>Influencer</i>	48
Tabel 4.7 Distribusi Jawaban Responden Variabel <i>Brand awareness</i>	49
Tabel 4.8 Distribusi Jawaban Responden Variabel <i>Brand image</i>	50
Tabel 4.9 Distribusi Jawaban Responden Variabel Keputusan Pembelian.....	51
Tabel 4.10 Uji Validitas Konvergen (<i>Convergent Validity</i>)	53
Tabel 4.11 <i>Construk Reliability</i>	53
Tabel 4.12 <i>Disriminant Validity</i>	54
Tabel 4.13 <i>R-Square</i> (R^2)	55
Tabel 4.14 <i>F-Square</i> (F^2)	56
Tabel 4.15 <i>Path Coefficients</i>	57
Tabel 4.16 <i>Goodness of Fit</i> (GoF)	58
Tabel 4.17 Uji Hipotesis	60