

## DAFTAR TABEL

|                                                                |    |
|----------------------------------------------------------------|----|
| Tabel 2.1 Tabel Penelitian Terdahulu .....                     | 20 |
| Tabel 3.1 Skala Likert .....                                   | 36 |
| Tabel 3.2 Tabel Definisi Operasional .....                     | 37 |
| Tabel 4.1 Data Jenis Kelamin Responden.....                    | 47 |
| Tabel 4.2 Data Usia Responden .....                            | 48 |
| Tabel 4.3 Data Pekerjaan Responden .....                       | 49 |
| Tabel 4.4 Data Penghasilan Responden .....                     | 49 |
| Tabel 4.5 Data Domisili Responden.....                         | 51 |
| Tabel 4.6 Hasil Uji Validitas .....                            | 52 |
| Tabel 4.7 Hasil Uji Reliabilitas .....                         | 53 |
| Tabel 4.8 Kategori Mean.....                                   | 54 |
| Tabel 4. 9 Data Statistik Brand Ambassador.....                | 55 |
| Tabel 4.10 Data Statistik Brand Trust .....                    | 56 |
| Tabel 4.11 Data Statistik Keputusan Pembelian .....            | 57 |
| Tabel 4.12 Hasil Nilai Outer Loading .....                     | 59 |
| Tabel 4. 13 Hasil Nilai Construct Reliability & Validity ..... | 61 |
| Tabel 4.14 Hasil Discriminant Validity .....                   | 63 |
| Tabel 4.15 Hasil R Square.....                                 | 65 |
| Tabel 4.16 Hasil F Square .....                                | 67 |
| Tabel 4.17 Hasil GoF .....                                     | 68 |
| Tabel 4.18 Nilai Path Coefficient Pengujian Hipotesis.....     | 70 |