

DAFTAR TABEL

Tabel 2.1 Tabel Penelitian Terdahulu.....	21
Tabel 3.1 Skala likert.....	35
Tabel 3.2 Tabel Definisi Operasional.....	36
Tabel 4.1 Data Jenis Kelamin Responden.....	43
Tabel 4.2 Data Umur Responden	44
Tabel 4.3 Data Umur Responden	45
Tabel 4.4 Data Pekerjaan Responden.....	46
Tabel 4.5 Data Budget Membeli Skincare Responden.....	47
Tabel 4.6 Kategori Mean	48
Tabel 4.7 Data Statistik Deskriptif Variabel <i>Live Interactivity</i>	49
Tabel 4.8 Data Statistik Deskriptif Variabel <i>Utilitarian Value</i>	50
Tabel 4.9 Data Statistik Deskriptif Variabel Hedonic Value	51
Tabel 4.10 Data Statistik Deskriptif Variabel Purchase Intention.....	52
Tabel 4.11 Nilai Outer Loading.....	53
Tabel 4.12 Nilai Construct Reliability.....	55
Tabel 4.13 Nilai Cross Loading.....	56
Tabel 4.14 Nilai Fornell-Lacker	57
Tabel 4.15 Nilai R-square.....	58
Tabel 4.16 Nilai F-Square	59
Tabel 4.17 Nilai AVE dan R-Square	60
Tabel 4.18 Nilai Path Coefficient Pengujian Hipotesis.....	62