

## DAFTAR TABEL

Tabel 3. 1 Skala <i>Likert</i> .....	22
Tabel 3. 2 Defnisi Operasional.....	23
Tabel 3. 3 Pengukuran <i>Inner Model</i> .....	27
Tabel 4. 1 Data Usia Responden.....	30
Tabel 4. 2 Data Jenis Kelamin Responden.....	30
Tabel 4. 3 Data Domisili Responden.....	31
Tabel 4. 4 Data Pekerjaan Responden.....	32
Tabel 4. 5 Data Penghasilan Responden.....	33
Tabel 4. 6 Data Statistik Deskriptif Variabel <i>Celebrity Endorser</i> .....	34
Tabel 4. 7 Data Statistik Deskriptif Variabel <i>Brand Image</i> .....	35
Tabel 4. 8 Data Statistik Deskriptif Variabel Keputusan Pembelian.....	36
Tabel 4. 9 Hasil <i>Loading Factor</i> .....	38
Tabel 4. 10 Hasil Nilai <i>Average Variance Extracted</i> .....	39
Tabel 4. 11 Hasil Nilai <i>Cross Loading</i> .....	39
Tabel 4. 12 Hasil <i>Cronbach's Alpha</i> .....	40
Tabel 4. 13 Hasil <i>Composite Realibity</i> .....	41
Tabel 4. 14 Hasil Nilai <i>R-Square</i> .....	42
Tabel 4. 15 Hasil Nilai <i>F-Square</i> .....	42
Tabel 4. 16 Hasil Nilai <i>Q-Square</i> .....	43
Tabel 4. 17 Pengujian Hipotesis.....	44