

DAFTAR TABEL

Tabel 2 1 Penelitian Terdahulu	20
Tabel 3 1 Skala Likert	32
Tabel 3 2 Definisi Operasional.....	33
Tabel 3 3 Kriteria Inner Model	38
Tabel 4 1 Jenis Kelamin Responden	39
Tabel 4 2 Usia Responden.....	40
Tabel 4 3 Pekerjaan Responden	41
Tabel 4 4 Penghasilan Responden.....	42
Tabel 4 5 Jenis Produk Yang Dibeli	43
Tabel 4 6 Rata-Rata Pembelian.....	44
Tabel 4 7 Data Statistik Deskriptif Variabel Word of Mouth.....	45
Tabel 4 8 Data Statistik Deskriptif Variabel Citra Merek.....	46
Tabel 4 9 Data Statistik Deskriptif Variabel Keputusan Pembelian	47
Tabel 4 10 Hasil Loading Factor.....	49
Tabel 4 11 Hasil Average variance extracted (AVE).....	50
Tabel 4 12 Hasil Nilai Cross Loadings	50
Tabel 4 13 Hasil Cronbach's alpha.....	52
Tabel 4 14 Hasil Composite reliability	52
Tabel 4 15 Hasil Nilai R-Square	53
Tabel 4 16 Hasil Nilai F-Square	53
Tabel 4 17 Hasil Nilai Q-Square	54
Tabel 4 18 Hasil Uji Hipotesis.....	55