

DAFTAR TABEL

Tabel 3. 1 Pengukuran Skala Likert	27
Tabel 3. 2 Definisi Operasional	28
Tabel 4. 1 Data Usia Responden	34
Tabel 4. 2 Jenis Kelamin Reesponden	34
Tabel 4. 3 Domisili Reesponden	35
Tabel 4. 4 Pekerjaan Reesponden	36
Tabel 4. 5 Data Statistik Deskriptif Word Of Mouth	37
Tabel 4. 6 Data Statistik Deskriptif Brand Image	38
Tabel 4. 7 Data Statistik Deskriptif Brand Trust.....	39
Tabel 4. 8 Data Statistik Deskriptif Keputusan Pembelian.....	40
Tabel 4. 9 Outer Loadings Sebelum Penghapusan.....	42
Tabel 4. 10 Outer Loadings Sesudah Penghapusan	42
Tabel 4. 11 Average Variance Extracted	44
Tabel 4. 12 Discriminant Validity	45
Tabel 4. 13 Reliabilitas Konstruk	46
Tabel 4. 14 R-Square	47
Tabel 4. 15 Uji F	47
Tabel 4. 16 Uji Hipotesis	48