

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu.....	16
Tabel 3. 1 Skala Likert	32
Tabel 3. 2 Definisi Operasional.....	32
Tabel 4. 1 Data Jenis Kelamin Responden.....	42
Tabel 4. 2 Data Usia Responden	42
Tabel 4. 3 Data Pekerjaan Responden.....	43
Tabel 4. 4 Data Domisili Responden.....	44
Tabel 4. 5 Data Pendapatan Responden	45
Tabel 4. 6 Data Statistik Deskriptif Variabel E-WOM	47
Tabel 4. 7 Data Statistik Deskriptif Variabel Kualitas Produk.....	48
Tabel 4. 8 Data Statistik Deskriptif Variabel Brand Image.....	49
Tabel 4. 9 Data Statistik Deskriptif Variabel Keputusan Pembelian	50
Tabel 4. 10 Hasil Nilai <i>Loading Factor</i>	51
Tabel 4. 11 Hasil Nilai <i>Average Variance Extracted (AVE)</i>	52
Tabel 4. 12 Hasil Nilai <i>Cross Loading</i>	53
Tabel 4. 13 Hasil Nilai <i>Cronbach's Alpha</i>	53
Tabel 4. 14 Hasil Nilai <i>Composite Reliability</i>	54
Tabel 4.15 Hasil Nilai R-Square	55
Tabel 4. 16 Hasil Nilai F-Square.....	55
Tabel 4.17 Hasil Nilai Q-Square	56
Tabel 4. 18 Pengujian Hipotesis.....	58