

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	26
Tabel 3.1 Definisi Operasional Variabel	42
Tabel 4.1 Data Jenis Kelamin Responden	56
Tabel 4.2 Data Usia Responden	57
Tabel 4.3 Data Pekerjaan Responden.....	57
Tabel 4.4. Data Pendapatan Responden	58
Tabel 4.5 Data Statistik Deskriptif Variabel Strategi Promosi.....	59
Tabel 4.6 Data Statistik Deskriptif Variabel <i>Live Streaming</i>	61
Tabel 4.7 Data Statistik Deskriptif Variabel <i>Shopping Emotion</i>	63
Tabel 4.8 Data Statistik Deskriptif Variabel <i>Impulse Buying</i>	64
Tabel 4.9 Hasil <i>Loading Factor</i>	66
Tabel 4.10 Hasil <i>Average Variance Extracted (AVE)</i>	68
Tabel 4.11 Hasil Nilai <i>Cross Loadings</i>	68
Tabel 4.12 Hasil <i>Cronbach's Alpha</i>	70
Tabel 4.13 Hasil Composite Reliability	71
Tabel 4.14 Hasil Nilai <i>R-Square</i>	72
Tabel 4.15 Hasil Nilai <i>F-Square</i>	72
Tabel 4.16 Hasil Nilai <i>Q-Square</i>	73
Tabel 4.17 Pengujian Hipotesis	74