

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	30
Tabel 3. 1 Klasifikasi Jawaban Skala Likert	42
Tabel 3. 2 Definisi Operasional Variabel.....	44
Tabel 3. 3 Kriteria Inner Model	50
Tabel 4. 1 Data Jenis Kelamin Responden	52
Tabel 4. 2 Data Usia Responden.....	53
Tabel 4. 3 Data Pekerjaan Responden	54
Tabel 4. 4 Data Pendapatan Responden.....	55
Tabel 4. 5 Data Statistik Deskriptif Variabel <i>Perceived Value</i>	57
Tabel 4. 6 Data Statistik Variabel <i>Brand Preference</i>	58
Tabel 4. 7 Data Statistik Deskriptif Variabel Keputusan Pembelian	59
Tabel 4. 8 Hasil Loading Factor.....	60
Tabel 4. 9 Hasil Average Variance Extracted (AVE)	61
Tabel 4. 10 Hasil Nilai Cross Loading.....	62
Tabel 4. 11 Hasil <i>Cronbach's Alpha</i>	63
Tabel 4. 12 Hasil <i>Composite Reliability</i>	63
Tabel 4. 13 Hasil Nilai <i>R-Square</i>	64
Tabel 4. 14 Hasil Nilai <i>F-Square</i>	65
Tabel 4. 15 Hasil Nilai <i>Q-Square</i>	66