

DAFTAR TABEL

Tabel 2. 1 Penelitian Tedahulu	19
Tabel 3.1 Skala Likert	37
Tabel 3.2 Definisi Operasional.....	37
Tabel 4.1 Data Jenis Kelamin.....	44
Tabel 4.2 Data Usia Responden	45
Tabel 4.3 Data Pekerjaan Responden.....	46
Tabel 4.4 Dta Domisilii Reseponden.....	46
Tabel 4.5 Data Pendapatan Rseponden	47
Tabel 4.6 Dta Statistic Variabel Descriptif Celebrity Endorser	48
Table 4.7 Data Statistic Variabel Dsekriptif Electronic Word Of Muth	49
Tabel 4.8 Data Statisticts Variabel Dsekriptif Brand Trust.....	50
Tabel 4.9 Dtaa Statistick Deskriptif Kepeutusan Pembelin.....	52
Tabel 4.10 Data Niali Loading Factor	54
Tabel 4.11 Data Nilai Average Variance Extriacted (AVE)	54
Tabel 4.12 Data Nilai Cross Loading	55
Tabel 4.13 Data Nlai Cornbach's Allpha.....	56
Tabel 4.14 Data Nilai Composite Reliability	56
Tabel 4.15 Data Niilai R-Square	57
Tabel 4.16 Data Nilai Q Square.....	57
Tabel 4.17 Data Niai F Square	58
Tabel 4.18 Data Uji GoF	59
Tabel 4.19 Data Uji Hipotesis	60