

## DAFTAR TABEL

|                                                                                               |    |
|-----------------------------------------------------------------------------------------------|----|
| Tabel 2.1 Jurnal Internasional Terdahulu .....                                                | 25 |
| Tabel 3.1 Variabel Operasional .....                                                          | 39 |
| Tabel 3.2 Skala Likert .....                                                                  | 43 |
| Tabel 3.3 Hasil Uji Validitas <i>Brand Passion</i> .....                                      | 47 |
| Tabel 3.4 Hasil Uji Validitas <i>Consumer Perceived Ethicality</i> .....                      | 48 |
| Tabel 3.5 Hasil Uji Validitas <i>Brand Evangelism</i> .....                                   | 48 |
| Tabel 3.6 Hasil Uji Validitas <i>Brand Evangelism</i> .....                                   | 48 |
| Tabel 3.7 Kategori Persentase .....                                                           | 50 |
| Tabel 4.1 Penyebaran Kusisioner Penelitian .....                                              | 54 |
| Tabel 4.2 Tanggapan Responden Mengenai Variabel <i>Customer Perceived Ethicality</i><br>..... | 58 |
| Tabel 4.3 Tanggapan Responden Mengenai Variabel <i>Brand Evangelism</i> .....                 | 64 |
| Tabel 4.4 Tanggapan Responden Mengenai Variabel <i>Brand Passion</i> .....                    | 71 |
| Tabel 4.5 Hasil <i>Convergent Validity</i> .....                                              | 78 |
| Tabel 4.6 Hasil Uji <i>Discriminat Validity (Outer Loading)</i> .....                         | 79 |
| Tabel 4.7 <i>Fornell-Larcker</i> .....                                                        | 80 |
| Tabel 4.8 <i>Heteroit-Monotrait Ratio (HTMT)</i> .....                                        | 81 |
| Tabel 4.9 Hasil <i>Composite Reliability</i> .....                                            | 81 |
| Tabel 4.10 Hasil Evaluasi Pengukuran Sampel .....                                             | 83 |
| Tabel 4.11 <i>Path Coefficient</i> .....                                                      | 84 |