

## DAFTAR TABEL

Tabel 1.1 Artikel <i>Merchandise</i> band Burgerkill .....	3
Tabel 1.2 Social Media paling aktif di Indonesia .....	8
Tabel 1.3 Pretest Variabel.....	15
Tabel 2.1 Skripsi Terdahulu.....	37
Tabel 2.2 Penelitian Terdahulu Jurnal Nasional .....	42
Tabel 2.3 Penelitian Terdahulu Jurnal Internasional .....	47
Tabel 3.1 Tabel Operasional Variabel .....	58
Tabel 3.2 Skala Likert.....	62
Tabel 3.3 Hasil Uji Validitas <i>Social Media Marketing</i> (X <sub>1</sub> ).....	67
Tabel 3.4 Hasil Uji Validitas <i>Experiential Marketing</i> (X <sub>2</sub> ).....	67
Tabel 3.5 Hasil Uji Validitas <i>Electronic Word Of Mouth</i> (X <sub>3</sub> ).....	67
Tabel 3.6 Hasil Uji Validitas Keputusan Pembelian (Y).....	68
Tabel 3.7 Hasil Uji Reliabilitas <i>Social Media Marketing</i> (X <sub>1</sub> ).....	69
Tabel 3.8 Hasil Uji Reliabilitas <i>Experiential Marketing</i> (X <sub>2</sub> ) .....	69
Tabel 3.9 Hasil Uji Reliabilitas <i>Electronic Word Of Mouth</i> (X <sub>3</sub> ).....	69
Tabel 3.10 Hasil Uji Reliabilitas Keputusan Pembelian (Y) .....	70
Tabel 3.11 Kategori Interpretasi Skor.....	72
Tabel 4.1 Distribusi Jawaban Responden terhadap <i>Social Media Marketing</i> .....	85
Tabel 4.2 Distribusi Jawaban Responden terhadap <i>Experiential Marketing</i> .....	88
Tabel 4.3 Distribusi Jawaban Responden terhadap <i>Electronic Word Of Mouth</i> .....	92
Tabel 4.4 Distribusi Jawaban Responden terhadap Keputusan Pembelian .....	97
Tabel 4.5 Besarnya pengaruh variabel secara parsial.....	108