

DAFTAR TABEL

Tabel 2.1 Jurnal Nasional.....	27
Tabel 2.2 Jurnal Internasional	30
Tabel 2.3 Skripsi.....	33
Tabel 3.1 Operasional Variabel.....	41
Tabel 3.2 Desain Pengukuran Skala Likert.....	45
Tabel 3.3 Kriteria Interpretasi Skor	49
Tabel 3.4 Hasil <i>Convergent Validity</i>	53
Tabel 3.5 Hasil <i>Discriminant Validity (Cross Loading)</i>	54
Tabel 3.6 Hasil Uji Reliabilitas	55
Tabel 4.1 Tanggapan Responden Mengenai <i>e-WoM</i>	63
Tabel 4.2 Tanggapan Responden Mengenai <i>Trust</i>	69
Tabel 4.3 Tanggapan Responden Mengenai <i>Purchase Intention</i>	75
Tabel 4.4 Hasil <i>Convergent Validity</i>	81
Tabel 4.5 Hasil <i>Discriminant Validity (Cross Loading)</i>	81
Tabel 4.6 Hasil Uji Reliabilitas	83
Tabel 4.7 <i>Path Coefficient</i>	84
Tabel 4.8 <i>R-Square</i>	85