

DAFTAR TABEL

Tabel 1.1 Jumlah rata-rata pengunjung <i>Marketplace</i> Indonesia.....	2
Tabel 1.2 Total Belanja Iklan Digital di Indonesia Berdasarkan Format Iklan dari Tahun 2013-2019.....	9
Tabel 1.3 Perbedaan <i>Native ads</i> dengan <i>Display/Banner ads</i>	10
Tabel 2.1 Penelitian Terdahulu.....	26
Tabel 3.1. Karakteristik Penelitian.....	50
Tabel 3.2 Operasional Variabel.....	53
Tabel 3.3 Hasil Uji Validitas 30 item pernyataan.....	66
Tabel 3.4 Hasil Uji Relibilitas Variabel Penelitian.....	68
Tabel 3.5 Kategori Pengelompokkan Persentase.....	69
Tabel 3.6 Kriteria Output PLS.....	71
Tabel 4.1 Gambaran Variabel <i>Entertainment</i>	78
Tabel 4.2 Gambaran Variabel <i>Information</i>	79
Tabel 4.3 Gambaran Variabel <i>Irritation</i>	80
Tabel 4.4 Gambaran Variabel <i>Personalization</i>	81
Tabel 4.5 Gambaran Variabel <i>Activity</i>	82
Tabel 4.6 Gambaran Variabel <i>Timing</i>	83
Tabel 4.7 Gambaran Variabel <i>Location</i>	84
Tabel 4.8 Gambaran Variabel <i>Online Native Advertisement Value</i>	85
Tabel 4.9 Gambaran Variabel <i>Context Awareness Value</i>	86
Tabel 4.10 Gambaran Variabel <i>Online Native Advertising Attitude</i>	87
Tabel 4.11 Gambaran Ringkasan Analisis Deskriptif.....	88
Tabel 4.12 Hasil Uji Indikator <i>Outer Loading (Convergent Validity)</i>	91
Tabel 4.13 Skor AVE.....	92
Tabel 4.14 Hasil Uji Indikator <i>Outer Loading (Discriminant Validity)</i>	93
Tabel 4.15 Hasil Uji <i>Cronbach's Alpha & Composite Reliability (Discriminant Validity)</i>	94
Tabel 4.16 Analisis <i>R-square (R²)</i> pada Variabel Endogen.....	95
Tabel 4.17 Perhitungan GoF Berdasarkan Nilai AVE dan <i>R-Square (R²)</i>	96
Tabel 4.18 Hasil Uji t-Statistik.....	97