

LIST OF TABLES

Table 2.1 Previous Research.....	30
Table 3.1 The Research Characteristic Overview.....	39
Table 3.2 Operational Variables.....	41
Table 3.3 Likert Scale Rating.....	44
Table 3.4 Validity Test Result.....	50
Table 3.5 Reliability Test Result.....	51
Table 3.6 PLS Output Criteria.....	54
Table 4.1 Respondent Characteristic by Age.....	61
Table 4.2 Respondent Characteristic by Gender.....	62
Table 4.3 Respondent Characteristic by Education Level.....	63
Table 4.4 Respondent Characteristic by Occupation.....	64
Table 4.5 Respondent Characteristic by Income.....	65
Table 4.6 Descriptive Analysis : Brand Ambassador (X).....	66
Table 4.7 Descriptive Analysis : Brand Image.....	67
Table 4.8 Descriptive Analysis : Consumer's Purchasing Decision.....	69
Table 4.9 Descriptive Analysis Summary.....	71
Table 4.10 Outer Loading Score.....	72
Table 4.11 AVE Score.....	73
Table 4.12 Correlation Scale Among Variable.....	74
Table 4.13 Cross Loading Correlation of Each Item.....	74
Table 4.14 Reliability Test.....	75
Table 4.15 Path Coefficient and t-Value.....	77
Table 4.16 R-Square.....	77
Table 4.17 Goodness of Fit Model.....	78
Table 4.18 Hypothesis Testing Result.....	79