

## DAFTAR TABEL

Tabel 1.1	Top Brand Gen-Z Index 2021.....	23
Tabel 1.2	Top Brand Index Fase 2 2021.....	23
Tabel 2.1	Penelitian Terdahulu.....	43
Tabel 3.1	Operasional Variabel.....	61
Tabel 3.2	Desain Pengukuran Skala Likert.....	64
Tabel 3.3	Uji Validitas.....	69
Tabel 3.4	Uji Reliabilitas.....	72
Tabel 3.5	Uji Validitas Convergent dan Discriminant.....	75
Tabel 3.6	Uji Reliabilitas Konstruk.....	75
Tabel 4.1	Pengujian Validitas Konvergen ( <i>Factor Loadings</i> ).....	85
Tabel 4.2	Perhitungan Ulang Validitas Konvergen.....	86
Tabel 4.3	Nilai <i>Average Variance Extracted</i> (AVE).....	87
Tabel 4.4	Nilai <i>Fornell-Lacker Criterion</i> .....	87
Tabel 4.5	Nilai <i>Cross Loadings</i> .....	89
Tabel 4.6	Hasil Uji Reliabilitas.....	89
Tabel 4.7	Nilai <i>R Square</i> .....	91
Tabel 4.8	Nilai $F^2$ Effect Size.....	91
Tabel 4.9	Nilai <i>Q Square</i> .....	92
Tabel 5.0	Analisis Efek Mediasi.....	93