

DAFTAR TABEL

Tabel 1.1 Gross Merchandise Value (GMV) Shopee Tahun 2021	6
Tabel 2.1 Penelitian Terdahulu Nasional	20
Tabel 2.2 Penelitian Terdahulu Internasional	25
Tabel 3.1 Jenis Penelitian.....	32
Tabel 3.2 Operasional Variabel.....	34
Tabel 3.3 Skala Pengukuran <i>Likert</i>	36
Tabel 3.4 Hasil Uji Validitas.....	39
Tabel 3.5 Hasil Uji Reliabilitas	42
Tabel 3.6 Kriteria Model <i>Goodness of Fit</i>	46
Tabel 4.1 Responden Berdasarkan Jenis Kelamin.....	48
Tabel 4.2 Responden Berdasarkan Usia.....	49
Tabel 4.3 Responden Berdasarkan Pekerjaan	50
Tabel 4.4 Responden Berdasarkan Penghasilan.....	51
Tabel 4.5 Nilai Variabel <i>Electronic Word of Mouth</i>	52
Tabel 4.6 Nilai Variabel <i>Brand Attitude</i>	54
Tabel 4.7 Nilai Variabel <i>Purchase Intention</i>	55
Tabel 4.8 <i>Computation of Degrees of Freedom</i>	58
Tabel 4.9 Uji Validitas (AVE) dan Reliabilitas (CR)	59
Tabel 4.10 <i>Assessment of Normality</i>	60
Tabel 4.11 Hasil Uji <i>Goodness of Fit</i> (GOF).....	61
Tabel 4.12 Uji Hipotesis 1	64
Tabel 4.13 Uji Hipotesis 2	64
Tabel 4.14 Uji Hipotesis 3	65
Tabel 4.15 Uji Hipotesis 4	65