

DAFTAR TABEL

Tabel 1.1	<i>Top Brand Index</i> Kategori Sabun Mandi Antiseptik	3
Tabel 1.2	Analisis SWOT Lifebuoy.....	4
Tabel 1.3	Daftar Harga Sabun Mandi Antiseptik.....	5
Tabel 1.4	Laporan Keuangan Unilever Indonesia tahun 2018-2021.....	5
Tabel 2.4	Penelitian Terdahulu.....	21
Tabel 3.1	Karakteristik Penelitian.....	26
Tabel 3.2	Operasional Variabel.....	27.
Tabel 3.3	Instrumen Skala Likert.....	30
Tabel 3.4	<i>Profiling</i> Responden.....	34
Tabel 3.5	Kriteria Interpretasi Skor.....	36
Tabel 3.7	Rekapitulasi Hasil Uji Validitas Pilot Test.....	37
Tabel 3.8	Hasil Pilot Test Variabel X1 <i>Brand Image</i>	38
Tabel 3.9	Hasil Pilot Test Variabel X2 <i>Price</i>	39
Tabel 3.10	Hasil Pilot Test Variabel X3 <i>Trust</i>	40.
Tabel 3.11	Hasil Pilot Test Variabel X4 <i>Value</i>	41
Tabel 3.12	Hasil Pilot Test Variabel Y <i>Repurchase Intention</i>	41
Tabel 3.13	Rekapitulasi Hasil Uji Reliabilitas Pilot Test Instrumen Penelitian.....	42
Tabel 4.1	<i>Screening Question</i> Kriteria 1.....	49
Tabel 4.2	<i>Screening Question</i> Kriteria 2.....	49
Tabel 4.3	<i>Screening Question</i> Kriteria 3.....	50
Tabel 4.4	Kriteria Pengambilan Sampel.....	50
Tabel 4.5	Karakteristik Responden Penelitian.....	51
Tabel 4.6	Kriteria Persentase Tanggapan Responden.....	54
Tabel 4.7	Tanggapan Responden Terkait <i>Brand Image</i>	55.
Tabel 4.8	Tanggapan Responden Terkait <i>Price</i>	59
Tabel 4.9	Tanggapan Responden Terkait <i>Trust</i>	62
Tabel 4.10	Tanggapan Responden Terkait <i>Value</i>	66
Tabel 4.11	Tanggapan Responden Terkait <i>Repurchase Intention</i>	68
Tabel 4.12	<i>Factor Loading</i> Indikator Variabel <i>Brand Image</i>	73
Tabel 4.13	<i>Factor Loading</i> Indikator Variabel <i>Price</i>	74
Tabel 4.14	<i>Factor Loading</i> Indikator Variabel <i>Trust</i>	74
Tabel 4.15	<i>Factor Loading</i> Indikator Variabel <i>Value</i>	75

Tabel 4.16	<i>Factor Loading</i> Indikator Variabel <i>Repurchase Intention</i>	75
Tabel 4.17	Hasil <i>Average Variance Extracted</i> (AVE).....	76
Tabel 4.18	Hasil <i>Uji Fornell Larcker/Akar Kuadrat AVE</i>	77
Tabel 4.19	Hasil <i>Uji Cross Loading</i>	78
Tabel 4.20	Hasil <i>Uji HTMT</i>	79
Tabel 4.21	Hasil <i>Uji Composite Reliability dan Cronbach Alpha's</i>	79
Tabel 4.22	Hasil <i>Uji R Square</i>	80
Tabel 4.23	Hasil <i>Uji Q Square Blindfolding</i>	81
Tabel 4.24	Hasil <i>Uji F Square</i>	82
Tabel 4.25	Hasil <i>Uji Multikolonieritas</i>	83
Tabel 4.26	Hasil <i>Uji Model Fit SRMR</i>	84
Tabel 4.27	Hasil <i>Uji Model Fit NFI</i>	84
Tabel 4.28	Rata-Rata Nilai <i>Communalty</i> dan <i>R Square</i>	85
Tabel 4.29	Nilai Koeefisien Jalur Struktural dan <i>Uji Signifikan Hipotesis</i>	87
Tabel 4.30	Hasil <i>Uji Hipotesis</i>	88
Tabel 4.31	Hasil <i>Uji Hipotesis BI terhadap RI</i>	88
Tabel 4.32	Hasil <i>Uji Hipotesis P terhadap RI</i>	89
Tabel 4.33	Hasil <i>Uji Hipotesis T terhadap RI</i>	89
Tabel 4.34	Hasil <i>Uji Hipotesis V terhadap RI</i>	90
Tabel 4.35	Hasil Analisis Deskriptif.....	91
Tabel 4.36	Hasil <i>Uji Hipotesis</i>	92

