

DAFTAR TABEL

Tabel 1. 1 Harga Paket Youtube Premium.....	1
Tabel 1. 2 Perbedaan Fitur pada YouTube Premium dan YouTube Gratis	10
Tabel 2. 1 Ulasan Jurnal Internasional.....	19
Tabel 2. 2 Ulasan Jurnal Nasional.....	28
Tabel 3. 1 Variabel Operasional.....	39
Tabel 3. 2 Instrumen Skala Likert.....	41
Tabel 3. 3 Hasil Uji Validitas Variabel Convenience Value (X1).....	46
Tabel 3. 4 Hasil Uji Validitas Variabel Monetary Value (X2)	46
Tabel 3. 5 Hasil Uji Validitas Variabel Emotional Value (X3).....	46
Tabel 3. 6 Hasil Uji Validitas Variabel Social Value (X4).....	47
Tabel 3. 7 Hasil Uji Validitas Variabel Advertising Intrusiveness (X5)	47
Tabel 3. 8 Hasil Uji Validitas Variabel Purchase Intention (Y)	47
Tabel 3. 9 Hasil Uji Reliabilitas	49
Tabel 3. 10 Kriteria Intepretasi Skor.....	50
Tabel 4. 1 Rincian Sebaran Kuesioner Penelitian	56
Tabel 4. 2 Tanggapan Responden Variabel Convience Value (X1)	62
Tabel 4. 3 Tanggapan Responden Variabel Monetary Value (X2).....	64
Tabel 4. 4 Tanggapan Responden Variabel Emotional Value (X3).....	66
Tabel 4. 5 Tanggapan Responden Variabel Social Value (X4)	68
Tabel 4. 6 Tanggapan Responden Variabel Advertising Intrusiveness (X5).....	70
Tabel 4. 7 Tanggapan Responden Mengenai Variabel Purchase Intention (Y).....	72
Tabel 4. 8 Hasil Uji Normalitas Kolmogrov Smirnov	77
Tabel 4. 9 Hasil Uji Multikolinearitas.....	79
Tabel 4. 10 Hasil Analisis Regresi Linear Berganda	79
Tabel 4. 11 Hasil Uji T (Parsial)	81
Tabel 4. 12 Hasil Uji F (Simultan).....	83
Tabel 4. 13 Tabel Koefisien Determinasi	84