

## DAFTAR TABEL

<b>Tabel 2. 1 Penelitian Terdahulu.....</b>	<b>29</b>
<b>Tabel 3. 1 Karakter Penelitian.....</b>	<b>39</b>
<b>Tabel 3. 2 Operasional Variabel.....</b>	<b>41</b>
<b>Tabel 3. 3 Uji Validitas.....</b>	<b>56</b>
<b>Tabel 3. 4 Uji Reliabilitas.....</b>	<b>57</b>
<b>Tabel 4. 1 Karakteristik Berdasarkan Jenis Kelamin.....</b>	<b>53</b>
<b>Tabel 4. 2 Karakteristik Berdasarkan Umur.....</b>	<b>54</b>
<b>Tabel 4. 3 Karakteristik Berdasarkan Profesi.....</b>	<b>54</b>
<b>Tabel 4. 4 Karakteristik Berdasarkan Durasi Menggunakan Instagram.....</b>	<b>55</b>
<b>Tabel 4. 5 Karakteristik Berdasarkan Frekuensi Konsumsi Kopi Per Bulan.....</b>	<b>56</b>
<b>Tabel 4. 6 Hasil Outer Loading (a).....</b>	<b>72</b>
<b>Tabel 4. 7 Hasil Loading Factor (b).....</b>	<b>74</b>
<b>Tabel 4. 8 Hasil Average Variance Extracted.....</b>	<b>75</b>
<b>Tabel 4. 9 Cross Loading.....</b>	<b>75</b>
<b>Tabel 4. 10 Fornell Larcker-Criterion.....</b>	<b>76</b>
<b>Tabel 4. 11 Composite Reliability.....</b>	<b>78</b>
<b>Tabel 4. 12 Cronbach's Alpha.....</b>	<b>78</b>
<b>Tabel 4. 13 Koefisien Determinasi.....</b>	<b>80</b>
<b>Tabel 4. 14 Predictive Relevance (Q2).....</b>	<b>81</b>
<b>Tabel 4. 15 Path Coefficient Bootstrapping.....</b>	<b>81</b>
<b>Tabel 4. 16 Path Coefficient Bootstrapping (non-directional).....</b>	<b>82</b>