

DAFTAR TABEL

Tabel 2.1	Penelitian Terdahulu	22
Tabel 3.1	Variabel Operasional.....	37
Tabel 3.2	Skala Likert	42
Tabel 3.3	Kriteria Penilaian Variabel.....	47
Tabel 3.4	Kriteria SmartPLS	48
Tabel 4.1	Analisis Deskriptif Variabel <i>Delivery Speed</i> (X_1).....	55
Tabel 4.2	Analisis Deskriptif Variabel <i>Trust</i> (X_2)	57
Tabel 4.3	Analisis Deskriptif Variabel <i>Subjective Norm</i> (X_3)	62
Tabel 4.4	Analisis Deskriptif Variabel <i>Attitude</i> (Z)	65
Tabel 4.5	Analisis Deskriptif Variabel <i>Online Purchase Intention</i> (Y).....	68
Tabel 4.6	Hasil <i>Outer Loading</i>	73
Tabel 4.7	Hasil <i>Average Variance Extracted</i>	74
Tabel 4.8	Hasil <i>Discriminant Validity (Cross Loading Factor)</i>	75
Tabel 4.9	Hasil Reliabilitas	76
Tabel 4.10	Nilai <i>R-Square</i>	77
Tabel 4.11	F Square.....	78
Tabel 4.12	<i>Path Coefficients</i> dan Nilai T Hitung.....	80
Tabel 4. 13	Hasil <i>Outer Loading</i>	101
Tabel 4. 14	Hasil <i>Average Variance Extracted</i>	102
Tabel 4. 15	Hasil <i>Discriminant Validity (Cross Loading Factor)</i>	102
Tabel 4. 16	Hasil Reliabilitas	103
Tabel 4. 17	Nilai <i>R-Square</i>	104
Tabel 4. 18	F Square	104
Tabel 4. 19	<i>Path Coefficients</i> dan Nilai T Hitung.....	105