

DAFTAR TABEL

Tabel 1 1 Produk Perusahaan	2
Tabel 1 2 Komentar Audiens Influencer	7
Tabel 1 3 Online Customer Review Produk Scarlett Whitening	9
Tabel 2 1 Penelitian Terdahulu	21
Tabel 3 1 Operasional Variabel.....	34
Tabel 3 2 Instrumen Skala Likert.....	41
Tabel 3 3 Interval Presentase	48
Tabel 3 4 Tabel Kriteria Interpretasi Skor Tiap Variabel	48
Tabel 4 1 Rekapitulasi Karakteristik Responden	51
Tabel 4 2 Jawaban Responden Online Customer Review	55
Tabel 4 3 Jawaban Responden Variabel Inleuencer Review.....	57
Tabel 4 4 Jawaban Responden Variabel Trust.....	59
Tabel 4 5 Tabel Jawaban Responden Variabel Minat Beli	61
Tabel 4 6 Pembobotan Mean	64
Tabel 4 7 Rekapitulasi Hasil Kuesioner Variabel Customer Review	64
Tabel 4 8 Rekapitulasi Hasil Kuesioner Variabel Influencer Review	65
Tabel 4 9 Rekapitulasi Hasil Kuesioner Variabel Trust.....	66
Tabel 4 10 Rekapitulasi Hasil Kuesioner Variabel Minat Beli.....	67
Tabel 4 11 Rekapitulasi Hasil Outer loading	68
Tabel 4 12 Rekapitulasi Hasil AVE	70
Tabel 4 13 Rekapitulasi Hasil Cronbach alpha dan Composite Reliability	70
Tabel 4 14 Rekapitulasi Hasil R^2	72
Tabel 4 15 Rekapitulasi Hasil F^2	72
Tabel 4 16 Hasil Path Coefficient	74
Tabel 4 17 Hasil Specific Indirect Effect.....	76