

DAFTAR TABEL

Tabel 1. 1 Ulasan Konsumen Tentang Shopee	6
Tabel 1. 2 Ulasan Konsumen Tentang Bukalapak	7
Tabel 1. 3 Hasil Pra Survey.....	11
Tabel 2. 1 Hasil Penelitian Terdahulu.....	23
Tabel 3. 1 Karakteristik dan Jenis Penelitian	31
Tabel 3. 2 Variabel Eksogen	32
Tabel 3. 3 Variabel Endogen	33
Tabel 3. 4 Variabel/Sumber dan Item Pertanyaan	33
Tabel 3. 5 Bobot Penilaian Kuisisioner	35
Tabel 3. 6 Goodness of Fit Indices	41
Tabel 4. 1 Karakteristik Jumlah Responden	46
Tabel 4. 2 Karakteristik Usia Responden.....	47
Tabel 4. 3 Karakteristik Jenis Kelamin Responden	47
Tabel 4. 4 Karakteristik Domisili Responden	48
Tabel 4. 5 Measurement Model Summary Shopee	48
Tabel 4. 6 Measurement Model Summary Bukalapak.....	49
Tabel 4. 7 Discriminant Validity Shopee	50
Tabel 4. 8 Discriminant Validity Bukalapak.....	50
Tabel 4. 9 Model Fit Shopee	51
Tabel 4. 10 Model Fit Bukalapak.....	51
Tabel 4. 11 Quality Criteria: R Square Shopee.....	52
Tabel 4. 12 Quality Criteria: R Square Bukalapak	53
Tabel 4. 13 Uji Hipotesis Shopee.....	54
Tabel 4. 14 Uji Hipotesis Bukalapak	55
Tabel 4. 15 Moderation Effect Shopee	56
Tabel 4. 16 Moderation Effect Bukalapak	57