

LIST OF TABLES

Table 2.1 Previous Research	14
Table 3.1 Research Characteristics	30
Table 3.2 Variable Operationalization	32
Table 3.3 Measurement Scale	35
Table 3.4 Validity Test Variable X,Y and M.....	39
Table 3.5 Reliability Test Variable X ,Y and M	41
Table 3.6 Cronbach's Alpha Average.....	41
Table 3.7 Percentage Classification	43
Table 4.1 Details of Research Questionnaire Distribution.....	47
Table 4.2 Respondent's Responses Regarding Social Media Marketing Variables	51
Table 4.3 Respondent's Responses Regarding Brand Awareness Variables.....	53
Table 4.4 Respondent's Responses Regarding Purchase Decision Variables.....	55
Table 4.5 Factor Loading Test Results	58
Table 4.6 Average Variance Extracted (AVE).....	59
Table 4.7 Correlation Value Between Variables (Fornell Lacker)	60
Table 4.8 Cross Loading	60
Table 4.9 Heterotrait-monotrait ratio (HTMT)	61
Table 4.10 Cronbach Alpha Test Results and Composite Reliability.....	62
Table 4.11 R ² Test Results	63
Table 4.12 F ² Test Results	64
Table 4.13 Q ² Test Results	64
Table 4.14 Hypothesis Testing Results.....	66