

LIST OF TABLES

Table 1.1	Time Period of Research	8
Table 2.1	Table of Previous Research.....	17
Table 3.1	Table Operationalization	35
Table 3.2	Table Result Validity Test	37
Table 3.3	Table Reliability Test.....	40
Table 3.4	Table Assessment Criteria.....	42
Table 4.1	Details of the Distribution of Research Questionnaires	48
Table 4.2	Response Respondent's Quantity Dimension	52
Table 4.3	Response Respondent's Credibility Dimension.....	54
Table 4.4	Response Respondent's Quality Dimension	56
Table 4.5	Recapitulation of Respondent's Responses Regarding Electronic Word of Mouth.....	57
Table 4.6	Response Respondent's Stimulus Dimension	59
Table 4.7	Response Respondent's Registration Dimension.....	61
Table 4.8	Response Respondent's Interpretation Dimension	63
Table 4.9	Recapitulation of Respondent's Responses Regarding Consumer Perception.....	64
Table 4.10	MSI Transformation Result.....	66
Table 4.11	Normality Test Result	85
Table 4.11	Coefficient Correlation Test Result	87
Table 4.12	Coefficient Determination Test Result.....	88
Table 4.13	Simple Linear Regression Test Result	89
Table 4.14	T Test Result	90