

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu.....	27
Tabel 3.1 Karakteristik Penelitian	46
Tabel 3.2 Operasional Variabel	48
Tabel 3.3 Skala Likert.....	52
Tabel 3.4 Hasil Uji Validitas	59
Tabel 3.5 Hasil Uji Reliabilitas.....	60
Tabel 3.6 Klasifikasi Kriteria Penilaian Persentase.....	62
Tabel 3.7 Tabel Kriteria Pengujian Outer Model	67
Tabel 3.8 Tabel Kriteria Pengujian Inner Model.....	69
Tabel 4.1 Tanggapan Responden Terhadap Variabel eWOM.....	79
Tabel 4.2 Tanggapan Responden Terhadap Variabel Environmental Attitudes ...	85
Tabel 4.3 Tanggapan Responden Terhadap Variabel Consumer Engagement	87
Tabel 4.4 Tanggapan Responden Terhadap Variabel Mindful Consumption Behavior.....	94
Tabel 4.5 Factor Loadings (First Order).....	98
Tabel 4.6 Average variance extracted (AVE) (First Order)	99
Tabel 4.7 Cross Loadings (First Order).....	100
Tabel 4.8 Fornell-Larcker (First Order).....	101
Tabel 4.9 Heterotrait-Monotrait Ratio (HTMT) (First Order).....	102
Tabel 4.10 Composite reliability (First Order).....	103
Tabel 4.11 Factor Loadings (Second Order)	104
Tabel 4.12 Average Variance Extracted (AVE) (Second Order)	105
Tabel 4.13 Cross Loadings (Second Order).....	106

Tabel 4.14 Fornell-Larcker (Second Order)	107
Tabel 4.15 Heterotrait-Monotrait Ratio (HTMT) (Second Order)	108
Tabel 4.16 Composite reliability (Second Order).....	108
Tabel 4. 17 Hasil Uji Multikolinearitas Inner VIF	109
Tabel 4.18 Hasil Uji R Square	110
Tabel 4.19 Hasil Uji Q Square.....	111
Tabel 4.20 Hasil Uji Kecocokan Model (Goodness of Fit).....	112
Tabel 4.21 Hasil Uji Hipotesis Direct Effect	113
Tabel 4.22 Hasil Uji Hipotesis Indirect Effect	116