

## DAFTAR TABEL

Tabel 2.1 Jurnal Nasional .....	22
Tabel 2.2 Jurnal Internasional .....	26
Tabel 3.1 Karakteristik Penelitian .....	34
Tabel 3.2 Operasional Variabel .....	36
Tabel 3.3 Skor Skala Likert.....	38
Tabel 3.4 Hasil Uji Validitas .....	43
Tabel 3.5 Hasil Uji Reliabilitas .....	44
Tabel 3.6 Kriteria Interpretasi Skor.....	45
Tabel 3.6 Ringkasan Rule of Thumb pada Evaluasi Outer Model.....	48
Tabel 3.7 Ringkasan Rule of Thumb pada Evaluasi Outer Model.....	49
Tabel 4.1 Rekapitulasi Tanggapan Responden terhadap Variabel Hedonic Shopping Motivation.....	58
Tabel 4.2 Rekapitulasi Tanggapan Responden terhadap Variabel Positive Emotions .....	62
Tabel 4.3 Rekapitulasi Tanggapan Responden terhadap Variabel Impulse Buying .....	64
Tabel 4.4 Nilai Outer Loading .....	68
Tabel 4.5 Nilai Average Variance Extracted (AVE) .....	68
Tabel 4.6 Nilai Cross Loading .....	69
Tabel 4.7 Nilai Fornell-Larcker Criterion .....	70
Tabel 4.8 Nilai Heterotrait-homotraid (HTMT).....	70
Tabel 4.9 Nilai Cronbach's Alpha dan Composite Reliability.....	71
Tabel 4.10 Nilai Uji R-Square.....	71
Tabel 4.11 Nilai Uji Effect Size $f^2$ .....	72
Tabel 4.12 Nilai Uji Q-Square .....	73
Tabel 4.13 Nilai Goodness of Fit .....	73
Tabel 4.14 Nilai Uji Hipotesis.....	74
Tabel 4.15 Interpretasi Analisis Deskriptif.....	76