

LIST OF TABLES

TABLE 2.1 PREVIOUS RESEARCHES	18
TABLE 3.1 RESEARCH CHARACTERISTICS UTILIZATION	30
TABLE 3.2 OPERATIONAL VARIABLES	32
TABLE 3.3 LIKERT SCALE SCORING LEVEL	34
TABLE 3.4 VALIDITY TEST.....	40
TABLE 3.5 VALIDITY TEST.....	40
TABLE 3.6 SCORE INTERPRETATION CRITERIA	42
TABLE 4.1 RESPONDENTS CHARACTERTERISTIC BASED ON GENDER	47
TABLE 4.2 RESPONDENTS CHARACTERISTIC BASED ON AGE.....	47
TABLE 4.3 RESPONDENTS CHARACTERISTIC BASED ON OCCUPATION	48
TABLE 4.4 RESPONDENTS CHARACTERISTIC BASED ON EARNINGS ..	48
TABLE 4.5 EWOM DESCRIPTIVE ANALYSIS	49
TABLE 4.6 BRAND EQUITY DESCRIPTIVE ANALYSIS	52
TABLE 4.7 PURCHASE INTENTION DESCRIPTIVE ANALYSIS.....	53
TABLE 4.8 SUMMARIZATION OF DESCRIPTIVE ANALYSIS	55
TABLE 4.9 CONVERGENT VALIDITY RESULT.....	57
TABLE 4.10 FORNELL-LARCKER CRITERION RESULT	58
TABLE 4.11 CROSS LOADING RESULT	58
TABLE 4.12 HTMT TEST RESULT.....	59
TABLE 4.13 RELIABILITY TEST RESULT.....	60
TABLE 4.14 DIRECT EFFECT.....	61
TABLE 4.15 SPECIFIC INDIRECT EFFECT	62
TABLE 4.16 R-SQUARE RESULT	63
TABLE 4.17 Q-SQUARE TEST RESULT	63
TABLE 4.18 F-SQUARE TEST RESULT.....	64
TABLE 4.19 HYPOTHESIS TESTING RESULT	65
TABLE 4.20 GOODNESS OF FIT RESULT	66