

DAFTAR TABEL

Tabel 2. 1 Jurnal Nasional.....	23
Tabel 2. 2 Jurnal Internasional	26
Tabel 3. 1 Variabel Operasional.....	36
Tabel 3. 2 Skala Likert	39
Tabel 3. 3 Hasil Uji Validitas Instrumen Online Customer Reviews	44
Tabel 3. 4 Hasil Uji Validitas Variabel Influencer	44
Tabel 3. 5 Hasil Uji Validitas Variabel Kesadaran Merek.....	45
Tabel 3. 6 Hasil Uji Reliabilitas Instrumen.....	46
Tabel 3. 7 Kategori Penelitian.....	48
Tabel 4. 1 Analisis Deskriptif Variabel Online Customer Reviews	55
Tabel 4. 2 Analisis Deskriptif Variabel Influencers.....	57
Tabel 4. 3 Analisis Deskriptif Variabel Purchase Intention.....	58
Tabel 4. 4 Uji Normalitas.....	60
Tabel 4. 5 Hasil Uji Multikolinieritas	60
Tabel 4. 6 Hasil Uji Heterokedastisitas.....	61
Tabel 4. 7 Hasil Analisis Regresi Linier Berganda.....	62
Tabel 4. 8 Hasil Uji T (Parsial)	64
Tabel 4. 9 Hasil Uji F (Simultan).....	65
Tabel 4. 10 Koefisien Determinasi.....	65