

DAFTAR TABEL

Tabel 1. 1 Data Penjualan Avoskin Tahun 2020.....	7
Tabel 1. 2 Data Penjualan Avoskin Tahun 2021.....	7
Tabel 1. 3 Merek Skincare Lokal Yang Menggunakan Doctor Influencer.....	9
Tabel 1. 4 Jenis Kerjasama Doctor Influencer Avoskin	13
Tabel 2.1 Artiker Jurnal Internasional	33
Tabel 2.2 Artikel Jurnal Nasional	40
Tabel 2.3 Skripsi Terdahulu	46
Tabel 3.1 Jenis Penelitian.....	58
Tabel 3.2 Variabel Operasional.....	59
Tabel 3.3 Skala Pengukuran.....	65
Tabel 3. 4 Hasil Uji Validitas Perceived Credibility (X1)	67
Tabel 3. 5 Hasil Uji Validitas Trust (X2).....	67
Tabel 3. 6 Hasil Uji Validitas Perceived Behavioral Control (X3)	68
Tabel 3. 7 Hasil Uji Validitas Subjective Norm (X4).....	68
Tabel 3. 8 Hasil Uji Validitas Perceived Expertise (X5)	68
Tabel 3. 9 Hasil Uji Validitas Attitude Toward The Influencer (X6).....	69
Tabel 3. 10 Hasil Uji Validitas Purchase Intention (Y)	70
Tabel 3. 11 Uji Reliabilitas	71
Tabel 3.12 Klasifikasi Interpretasi Skor.....	73
Tabel 4. 1 Kolom Kriteria	79
Tabel 4. 2 Responden Berdasarkan Jenis Kelamin	80
Tabel 4. 3 Responden Berdasarkan Usia.....	81
Tabel 4. 4 Responden Berdasarkan Pendapatan	82
Tabel 4. 5 Distribusi Jawaban Responden Pada Variabel Perceived Credibility.....	83
Tabel 4. 6 Distribusi Jawaban Responden Pada Variabel Trust	84
Tabel 4. 7 Distribusi Jawaban Variabel Perceived Behavioral Control.....	86
Tabel 4. 8 Distribusi Jawaban Responden Pada Variabel Subjective Norm.....	87
Tabel 4. 9 Distribusi Jawaban Responden Pada Variabel Perceived Expertise.....	88
Tabel 4. 10 Distribusi Jawaban Variabel Attitude Toward The Influencer	89
Tabel 4. 11 Distribusi Jawaban Variabel Attitude Purchase Intention	91
Tabel 4. 12 Loading Factor Hasil Uji Validitas Konvergen	94
Tabel 4. 13 Output Collinearity Statistics	95

Tabel 4. 14 AVE Hasil Uji Validitas Konvergen.....	96
Tabel 4. 15 Hasil Uji Validitas Diskriminan Fornell & Larcker.....	97
Tabel 4. 16 Hasil Uji Internal Consistency Reliability	98
Tabel 4. 17 Hasil Uji Koefisien Determinasi (R Square).....	100
Tabel 4. 18 Hasil Uji F Square.....	102
Tabel 4. 19 Hasil Uji Hipotesis	103