

DAFTAR TABEL

Tabel 1.1 Data Asosiasi E-commerce Indonesia	2
Tabel 2.1 Penelitian Terdahulu.....	26
Tabel 3.1 Variabel Operasional	45
Tabel 4.1 Uji Validitas <i>Social Media Marketing</i>	66
Tabel 4.2 Uji Validitas <i>Brand Association</i>	67
Tabel 4.3 Uji Validitas <i>Brand Image</i>	67
Tabel 4.4 Uji Validitas <i>Brand Trust</i>	68
Tabel 4.5 Uji Validitas <i>Brand Loyalty</i>	68
Tabel 4.6 Uji Reliabilitas	69
Tabel 4.7 Uji Normalitas	71
Tabel 4.8 Uji Multikolinieritas	72
Tabel 4.9 Uji Heterokedastisitas	74
Tabel 4.10 Uji Autokorelasi	75
Tabel 4.11 Uji Analisis Regresi Linear Berganda	76
Tabel 4.12 Uji F	78
Tabel 4.13 Uji t	79
Tabel 4.14 Uji Koefisien Determinan (R ²)	80
Tabel 4.15 Distribusi Frekuensi <i>Social Media Marketing</i>	82
Tabel 4.16 Distribusi Frekuensi <i>Brand Association</i>	83
Tabel 4.17 Distribusi Frekuensi <i>Brand Image</i>	86
Tabel 4.18 Distribusi Frekuensi <i>Brand Trust</i>	88
Tabel 4.19 Distribusi Frekuensi <i>Brand Loyalty</i>	90