

DAFTAR TABEL

Tabel 2. 1 Definisi <i>Purchase decision</i>	17
Tabel 2. 2 Dimensi <i>Purchase decision</i>	19
Tabel 2. 3 Definisi Key Opinion Leader	22
Tabel 2. 4 Dimensi <i>Key Opinion Leader</i>	23
Tabel 2. 5 Definisi <i>Customer Experience</i>	26
Tabel 2. 6 Dimensi <i>Customer Experience</i>	27
Tabel 2. 7 Definisi <i>Brand image</i>	30
Tabel 2. 8 Dimensi <i>Brand image</i>	31
Tabel 2. 9 Hubungan <i>Key Opinion Leaders, Custome Experience Dan Brand image Terhadap Purchase decision</i>	33
Tabel 3. 1 Operasional Variabel	40
Tabel 3. 2 Kategorisasi Hasil Perhitungan	51
Tabel 3. 3 Ringkasan Rule of Thumb Evaluasi Model Pengukuran Reflektif	53
Tabel 3. 4 Ringkasan Rule of Thumb Evaluasi Model Pengukuran Formatif	54
Tabel 3. 5 Ringkasan Rule of Thumb Evaluasi Model Pengukuran Struktural	54
Tabel 4. 1 Deskripsi Dimensi CR	65
Tabel 4. 2 Deskripsi Dimensi Attraction	68
Tabel 4. 3 Rekapitulasi Variabel <i>Key Opinion Leader</i>	70
Tabel 4. 4 Deskripsi Dimensi RCT	71
Tabel 4. 5 Deskripsi Dimensi PR	72
Tabel 4. 6 Rekapitulasi Variabel <i>Brand image</i>	74
Tabel 4. 7 Deskripsi Dimensi SB	75
Tabel 4. 8 Deskripsi Dimensi UB	76
Tabel 4. 9 Rekapitulasi Variabel <i>Brand image</i>	78
Tabel 4. 10 Deskripsi Dimensi ToP	79
Tabel 4. 11 Deskripsi Dimensi PM	81
Tabel 4. 12 Rekapitulasi Variabel <i>Purchase decision</i>	82
Tabel 4. 13 Hasil Analisis Pengujian Validitas Item Instrumen Key Opinion Leader	83

Tabel 4. 14 Hasil Analisis Pengujian Validitas Item Instrumen Customer Experience.....	83
Tabel 4. 15 Hasil Analisis Pengujian Validitas Item Instrumen <i>Brand image</i>	83
Tabel 4. 16 Hasil Analisis Pengujian Validitas Item Instrumen <i>Purchase decision</i>	84
Tabel 4. 17 Nilai Reliabilitas Instrumen Seluruh Variabel Penelitian.....	84
Tabel 4. 18 Outer Loading / Loading Factor Stage 1	87
Tabel 4. 19 Composite Reliability dan Average Variance Extracted Stage 1	90
Tabel 4. 20 Fornell Larcker Stage 1	93
Tabel 4. 21 Outer Loading Stage 2.....	94
Tabel 4. 22 <i>Composite Reliability</i> dan <i>Average Variance Extracted</i>	98
Tabel 4. 23 Fornell Larcker Stage 2	100
Tabel 4. 24 VIF.....	101
Tabel 4. 25 R-Square.....	102
Tabel 4. 26 Tabel F-Square	102
Tabel 4. 27 Q-Square.....	103
Tabel 4. 28 Perbandingan RMSE & MAE (Model PLS vs LM)	104
Tabel 4. 29 Hasil <i>Path Coefficients</i>	105
Tabel 4. 30 Uji Simultan	108