

DAFTAR TABEL

Tabel 1. 1 Ranking Beauty E-Commerce berdasarkan Total Visits 2021-2023	9
Tabel 1. 2 Sociolla Website Metrics Performance Q4 2023-Q1 2024	12
Tabel 1. 3 Prasurvey	19
Tabel 2. 1 Jurnal Nasional	42
Tabel 2. 2 Jurnal Internasional	58
Tabel 3. 1 Operasional Variabel	84
Tabel 3. 2 Pengukuran Skala Likert	92
Tabel 3. 3 Kriteria Interpretasi Skor	96
Tabel 3. 4 Ringkasan Rule of Thumb Uji Convergent dan Discriminant validity	100
Tabel 3. 5 Ringkasan Rule of Thumb Composite Reliability dan Cornbach's Alpha ..	101
Tabel 3. 6 Hasil Outer Loading	102
Tabel 3. 7 Hasil Construct Reliabilty and Validity	103
Tabel 3. 8 Ringkasan Rule of Thumb Evaluasi Model Struktural.....	106
Tabel 4. 1 Tanggapan Responden Terhadap Brand Experience.....	114
Tabel 4. 2 Tanggapan Responden Terhadap Perceived Quality.....	116
Tabel 4. 3 Tanggapan Responden Terhadap Brand Trust	120
Tabel 4. 4 Tanggapan Responden Terhadap Brand Loyalty	123
Tabel 4. 5 Tabel Hasil Outer Loading	127
Tabel 4. 6 Hasil <i>Cross Loading Factor</i>	128
Tabel 4. 7 Hasil <i>Fornell-Larcker criterion</i>	129
Tabel 4. 8 Hasil <i>Reliabilitas</i>	130
Tabel 4. 9 Hasil Pengukuran <i>R-Square</i>	131
Tabel 4. 10 Hasil Uji <i>Predictive Relevance</i>	132
Tabel 4. 11 Hasil Uji <i>f-Square</i>	133
Tabel 4. 12 <i>Hasil Goodness of Fit Model</i>	133
Tabel 4. 13 Tabel Uji Hipotesis.....	134