

DAFTAR TABEL

Tabel 2. 1 Jurnal Nasional	39
Tabel 2. 2 Jurnal Internasional	47
Tabel 3. 1 Operasional Variabel	58
Tabel 3. 2 Instrument Skala Likert	65
Tabel 3. 3 Hasil Uji Validitas Perceived Success Likelihood	71
Tabel 3. 4 Hasil Uji Validitas Attitude Toward Religious Boycott	72
Tabel 3. 5 Hasil Uji Validitas Intention to Participate in Religious Boycott..	72
Tabel 3. 6 Hasil Uji Reliabilitas	74
Tabel 3. 7 Kriteria Interpretasi	76
Tabel 4. 1 Rincian Penyebaran Kuesioner	81
Tabel 4. 2 Tanggapan Responden Terhadap Variabel Perceived Success Likelihood	86
Tabel 4. 3 Tanggapan Responden Terhadap Variabel <i>Brand Awareness</i>	94
Tabel 4. 4 Tanggapan Responden Terhadap Variabel Attitude Toward Religious Boycott	100
Tabel 4. 5 Hasil Outer Loading	108
Tabel 4. 6 Hasil Average Variance Extracted	110
Tabel 4. 7 Hasil Uji Cross Loading Factor	111
Tabel 4. 8 Hasil Fornell Lacker	112
Tabel 4. 9 Hasil Variance Inflation Factor (VIF)	113
Tabel 4. 10 Hasil Uji Reliabilitas	114
Tabel 4. 11 Hasil Uji Koefisien Determinasi	116
Tabel 4. 12 Nilai Goodnes of Fit Model	118
Tabel 4. 13 Uji Hipotesis	119
Tabel 4. 14 Pengaruh Tidak Langsung	121