

DAFTAR TABEL

Tabel 2.1. Penelitian Terdahulu	39
Tabel 3.1. Karakteristik Penelitian.....	63
Tabel 3.2. Operasional Variabel.....	64
Tabel 3.3. Skala Pengukuran.....	70
Tabel 3.4 Karakteristik Responden	71
Tabel 3.5. Uji Validitas	76
Tabel 3.6. Uji Reliabilitas	77
Tabel 3.7. Nilai Tingkat Pencapaian Responden	79
Tabel 3.7. <i>Goodness of Fit Index (Gof)</i>	85
Tabel 4.1. Analisis Deskriptif Variabel <i>SMIs</i>	94
Tabel 4.2. Analisis Deskriptif Variabel <i>Credibility</i>	99
Tabel 4.3. Analisis Deskriptif Variabel <i>Purchase intention</i>	101
Tabel 4.4. <i>Convergent Validity</i>	105
Tabel 4.5. <i>Composite Reliability</i>	107
Tabel 4.6. Nilai Cross Loading	108
Tabel 4.7. Nilai <i>Fornell-Larcker</i>	109
Tabel 4.8. Nilai HTMT	109
Tabel 4.9. Nilai Koefisien Determinasi.....	110
Tabel 4.10. Nilai <i>R-Square</i>	112
Tabel 4.11. Nilai <i>F-Square</i>	113
Tabel 4.12. <i>q² Effect Size</i>	115
Tabel 4.13. Nilai <i>Model of fit</i>	116
Tabel 4.14. <i>Path Coefficients</i>	117