

DAFTAR TABEL

Tabel 1. 1 Perbandingan Followers TikTok	4
Tabel 1. 2 Perbandingan Penjualan pada TikTok Shop	5
Tabel 2. 1 Kajian Penelitian Terdahulu.....	18
Tabel 3. 1 Karakteristik Penelitian.....	11
Tabel 3. 2 Operasional Variabel	13
Tabel 3. 3 Skala Pengukuran Likert	17
Tabel 3. 4 Hasil Uji Validitas.....	22
Tabel 3. 5 Hasil Uji Reliabilitas	23
Tabel 3. 6 Skala Pengukuran.....	24
Tabel 3. 7 Outer Model Penelitian	25
Tabel 3. 8 Inner Model Penelitian.....	27
Tabel 4. 1 Karakteristik Responden Berdasarkan Responden	31
Tabel 4. 2 Karakteristik Responden Berdasarkan Umur.....	31
Tabel 4. 3 Karakteristik Responden Berdasarkan Pendidikan	32
Tabel 4. 4 Deskriptif Variabel Information Quality.....	33
Tabel 4. 5 Deskriptif Variabel Information Quantity	36
Tabel 4. 6 Deskriptif Variabel Information Credibility	38
Tabel 4. 7 Deskriptif Variabel Information Usefulness	41
Tabel 4. 8 Deskriptif Variabel Information Adoption	43
Tabel 4. 9 Deskriptif Variabel Sosial Media Marketing	45
Tabel 4. 10 Deskriptif Variabel Brand Image	47
Tabel 4. 11 Deskriptif Variabel Purchase Intention.....	49
Tabel 4. 12 Pengujian Convergent Validity	53
Tabel 4. 13 Pengujian Fornell Lackner Criterion.....	54
Tabel 4. 14 Pengujian Cross Loading	55
Tabel 4. 15 Pengujian HTMT	57
Tabel 4. 16 Uji Reliabilitas	57
Tabel 4. 17 Hasil Pengujian R-Square	59
Tabel 4. 18 Uji predictive relevance Q^2	60

Tabel 4. 19 Uji Effect size (f^2)	60
Tabel 4. 20 Uji Variance Inflation Factor (VIF)	61
Tabel 4. 21 Goodnes of Fit (GoF)	62
Tabel 4. 22 Rekapitulasi Hasil Uji Hipotesis	62