

## DAFTAR TABEL

|                                                                        |    |
|------------------------------------------------------------------------|----|
| TABEL 1.1 Perkembangan Pasar Industri Kosmetik di Indonesia.....       | 5  |
| TABEL 2.1 Penelitian Terdahulu .....                                   | 21 |
| TABEL 3.1 Variabel Operasional.....                                    | 31 |
| TABEL 3.2 Skala Likert .....                                           | 35 |
| TABEL 3.3 Hasil Uji Validitas <i>Customer engagement</i> (X1) .....    | 42 |
| TABEL 3.4 Hasil Uji Validitas <i>Brand Trust</i> (X2).....             | 42 |
| TABEL 3.5 Hasil Uji Validitas Keputusan Pembelian (Y) .....            | 43 |
| TABEL 3.6 Hasil Uji Reliabilitas <i>Customer engagement</i> (X1) ..... | 44 |
| TABEL 3.7 Hasil Uji Reliabilitas <i>Brand Trust</i> (X2).....          | 45 |
| TABEL 3.8 Hasil Uji Reliabilitas Keputusan Pembelian (Y) .....         | 45 |
| TABEL 3.3 Kriteria Interpretasi Skor .....                             | 47 |
| TABEL 4.1 Hasil Uji Validitas <i>Customer Engagement</i> (X1).....     | 56 |
| TABEL 4.2 Hasil Uji Validitas <i>Brand Trust</i> (X2).....             | 57 |
| TABEL 4.3 Hasil Uji Validitas Keputusan Pembelian (Y) .....            | 57 |
| TABEL 4.4 Hasil Uji Reliabilitas <i>Customer engagement</i> (X1) ..... | 58 |
| TABEL 4.5 Hasil Uji Reliabilitas <i>Brand Trust</i> (X2).....          | 59 |
| TABEL 4.6 Hasil Uji Reliabilitas Keputusan Pembelian (Y) .....         | 59 |
| TABEL 4.7 Analisis Deskriptif <i>Customer engagement</i> (X1).....     | 60 |
| TABEL 4.8 Analisis Deskriptif <i>Brand Trust</i> (X2) .....            | 62 |
| TABEL 4.9 Analisis Deskriptif Keputusan Pembelian (Y).....             | 63 |
| TABEL 4.10 Hasil Uji Normalitas .....                                  | 66 |
| TABEL 4.11 Hasil Uji Multikolinearitas.....                            | 67 |
| TABEL 4.12 Hasil Uji Glejser.....                                      | 65 |
| TABEL 4.13 Hasil Uji Autokorelasi .....                                | 69 |
| TABEL 4.14 Hasil Uji Regresi Linier Berganda.....                      | 70 |
| TABEL 4.15 Hasil Uji t.....                                            | 71 |
| TABEL 4.16 Hasil Uji F .....                                           | 73 |
| TABEL 4.17 Hasil Koefisien Determinasi .....                           | 74 |