

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu.....	23
Tabel 3.1 Karakteristik Penelitian	35
Tabel 3.2 Variabel Operasional.....	37
Tabel 3.3 Penilaian Skala <i>Likert</i>	41
Tabel 3.4 Pembagian sampel berdasarkan media sosial.....	45
Tabel 3.5 Hasil Uji Validitas	48
Tabel 3.6 Hasil Uji Reliabilitas	49
Tabel 3.7 <i>Rules of Thumb Outer Model</i>	51
Tabel 3.8 <i>Rules of Thumb Inner Model</i>	52
Tabel 4. 1 Persentase Responden	54
Tabel 4.2 <i>Loading Factor Variabel Brand Relationship Performance</i>	63
Tabel 4.3 <i>Loading Factor Variabel Customer Participation</i>	63
Tabel 4.4 <i>Loading Factor Variabel Entitativity Value</i>	64
Tabel 4.5 <i>Loading Factor Variabel Emotional Value</i>	64
Tabel 4.6 <i>Loading Factor Variabel Functional Value</i>	65
Tabel 4.7 <i>Loading Factor Variabel Relational Value</i>	65
Tabel 4.8 Nilai AVE Seluruh Variabel.....	65
Tabel 4.9 Nilai <i>Cross Loading</i> dari Setiap Variabel	66
Tabel 4.10 Nilai <i>Fornell-Larcker Criterion</i>	67
Tabel 4.11 <i>Heterotrait-Monotrait Ratio Correlations</i>	68
Tabel 4.12 Hasil Uji <i>Composite Reliability</i> dan <i>Cronbach's Alpha</i>	69
Tabel 4.13 Hasil R Square	69

Tabel 4. 14 Hasil Q Square	70
Tabel 4.15 Kesimpulan Hasil <i>Bootstrapping</i>	73
Tabel 4.16 <i>Multi-group analysis result : gender</i>	74