

DAFTAR TABEL

Tabel 1. 1 Produk Sun Care Series.....	3
Tabel 2. 1 Jurnal Nasional.....	31
Tabel 2. 2 Jurnal Internasional	34
Tabel 2. 3 Penelitian terdahulu (Skripsi).....	37
Tabel 3. 1 Operasional Variabel.....	43
Tabel 3. 2 Instrumen Skala.....	50
Tabel 3. 3 Interpretasi Skor	56
Tabel 4. 1 Penyebaran kuesioner	61
Tabel 4. 2 Tanggapan Responden (X1).....	65
Tabel 4. 3 Tanggapan Responden (X2).....	69
Tabel 4. 4 Tanggapan Responden (Y).....	75
Tabel 4. 5 Hasil Analisis Deskriptif	77
Tabel 4. 6 Uji Validitas <i>Celebrity Attractiveness</i>	78
Tabel 4. 7 Uji Validitas <i>Celebrity Trustworthiness</i>	78
Tabel 4. 8 Uji Validitas <i>Celebrity Cause Fit</i>	78
Tabel 4. 9 Uji Validitas <i>Brand Awareness</i>	79
Tabel 4. 10 Uji Validitas <i>Brand Associations</i>	79
Tabel 4. 11 Uji Validitas <i>Brand Loyalty</i>	80
Tabel 4. 12 Uji Validitas <i>Perceived Quality</i>	80
Tabel 4. 13 Uji Validitas Brand Credibility	80
Tabel 4. 14 Uji Purchase Intention.....	81
Tabel 4. 15 Uji Reliabilitas	82
Tabel 4. 16 Uji Normalitas One-Sample Kolmogorov-Smirnov	83
Tabel 4. 17 Hasil Uji multikolinearitas	84
Tabel 4. 18 Hasil Uji heteroskedasitas (Uji Glejser)	85
Tabel 4. 19 Hasil Uji regresi Linier Berganda	85
Tabel 4. 20 Hasil Uji T perdimensi (Parsial)	88
Tabel 4. 21 Hasil Uji T variabel (Parsial)	89
Tabel 4. 22 Hasil Uji F (Simultan).....	90
Tabel 4. 23 Hasil Uji Koefisien Determinasi	90