

DAFTAR TABEL

Tabel 1.1 Penjualan <i>Smartphone</i> di Indonesia	5
Tabel 1.2 Gap Research.....	9
Tabel 1.3 <i>Market Share Brand Smartphone</i> di Indonesia	12
Tabel 2.1 Kajian Penelitian Terdahulu	34
Tabel 3.1 Karakteristik Penelitian.....	57
Tabel 3.2 Variabel Operasional	61
Table 3.3 Skala Likert	67
Table 3.4 Validitas Pilot Test.....	72
Table 3.5 Reliabilitas Pilot Test.....	74
Tabel 3.4 Kriteria Skor Analisis Deskriptif.....	76
Table 3.5 Kriteria Skor <i>Outer Model</i>	81
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	89
Tabel 4.2 Karakteristik Responden Berdasarkan Umur	89
Tabel 4.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir	90
Tabel 4.4 Karakteristik Responden Berdasarkan Pekerjaan	91
Tabel 4.5 Karakteristik Responden Berdasarkan Domisili	92
Tabel 4.6 Analisis Deskriptif <i>Brand Image</i>	93
Tabel 4.7 Analisis Deskriptif <i>Product Feature</i>	94
Tabel 4.8 Analisis Deskriptif <i>Product Support</i>	95
Tabel 4.9 Analisis Deskriptif <i>Perceived Usefulness</i>	96
Tabel 4.10 Analisis Deskriptif <i>Ease of Use</i>	97
Tabel 4.11 Analisis Deskriptif <i>Social Influence</i>	97
Tabel 4.12 Analisis Deskriptif <i>Price Value</i>	98
Tabel 4.13 Analisis Deskriptif <i>Purchase Intention</i>	99
Tabel 4.14 Analisis Deskriptif <i>Purchase Decision</i>	100
Tabel 4.15 Hasil Uji <i>Outer Model</i>	102

Tabel 4.16 Cross Loading	105
Tabel 4.17 Fornell-Larcker Criterion Model.....	106
Tabel 4.18 Heterotrait-Monotrait Ratio (HTMT).....	107
Tabel 4.19 Evaluasi R Square	109
Tabel 4.20 Evaluasi F Square.....	109
Tabel 4.21 Evaluasi Q Square	110
Tabel 4.22 Evaluasi PLS-Predict.....	110
Tabel 4.23 Godness of Fit	111
Tabel 4.24 Uji Hipotesis.....	112
Tabel 4.25 Uji <i>Multi group analysis</i>	115