

DAFTAR TABEL

Tabel.1 1 Persentase Penjualan Lipgloss	12
Tabel 2. 1 Penelitian Terdahulu	28
Tabel 3. 1 Jenis Penelitian	40
Tabel 3. 2 Operasional Variabel	43
Tabel 3. 3 Skala Pengukuran Likert.....	46
Tabel 3. 4 Kriteria Interpretasi Skor	52
Tabel 4. 1 Responden Berdasarkan Jenis Kelamin.....	56
Tabel 4. 2 Responden Berdasarkan Usia	56
Tabel 4. 3 Responden Berdasarkan Pendidikan.....	57
Tabel 4. 4 Responden Berdasarkan Pekerjaan	58
Tabel 4. 5 Responden Berdasarkan Pendapatan	58
Tabel 4. 6 Analisis Deskriptif Variabel Information Quality	59
Tabel 4. 7 Analisis Deskriptif Variabel Information Quantity	61
Tabel 4. 8 Analisis Deskriptif Variabel Information Credibility	62
Tabel 4. 9 Analisis Deskriptif Variabel Information Usefulness.....	63
Tabel 4. 10 Analisis Deskriptif Variabel Adoption Information	64
Tabel 4. 11 Analisis Deskriptif Variabel Purchase Information.....	65
Tabel 4. 12 Hasil Loading Factor	68
Tabel 4. 13 Nilai Cross Loading	69
Tabel 4. 14 Hasil Uji Kriteria Fornell Larcker	71
Tabel 4. 15 Hasil Uji Reliabilitas.....	71
Tabel 4. 16 Nilai R-Square	74
Tabel 4. 17 F-Square.....	74
Tabel 4. 18 Hasil Uji Hipotesis.....	76