

## DAFTAR TABEL

Tabel 2. 1 Jurnal Nasional.....	33
Tabel 2. 2 Jurnal Internasional Terdahulu.....	38
Tabel 3. 1 Operasional Variabel.....	47
Tabel 3. 2 Skala Pengukuran Likert.....	53
Tabel 3. 3 Klasifikasi Interpretasi Skor.....	61
Tabel 4. 1 Tanggapan Responden Mengenai Variabel Content Marketing.....	72
Tabel 4. 2 Tanggapan Responden Mengenai Variabel Entertainment Intention ..	78
Tabel 4. 3 Tanggapan Responden Mengenai Variabel Customer Advocacy.....	81
Tabel 4. 4 Nilai R-Square (Tanpa Moderator).....	88
Tabel 4. 5 Nilai Average Variance Expected (AVE).....	89
Tabel 4. 6 Hasil Outer Loading.....	90
Tabel 4. 7 Hasil <i>Discriminant Validity (Cross Loading Factor)</i> .....	91
Tabel 4. 8 Uji Reliabilitas .....	92
Tabel 4. 9 R-square dengan Moderator.....	94
Tabel 4. 10 Nilai Q-Square .....	95
Tabel 4. 11 Nilai <i>F-Square</i> .....	95
Tabel 4. 12 Uji Hipotesis .....	96
Tabel 4. 13 Uji Hipotesis Pengaruh Variabel Mediasi.....	97
Tabel 4. 14 Uji Hipotesis Pengaruh Variabel Moderator.....	98