

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu.....	26
Tabel 3. 1 Operasional Variabel	59
Tabel 3. 2 Instrumen Skala Likert	62
Tabel 3. 3 Penyebaran Kuesioner.....	65
Tabel 3. 4 Parameter Uji Validitas.....	67
Tabel 3. 5 Parameter Uji Reliabilitas	68
Tabel 3. 6 Kriteria Interpretasi Skor.....	69
Tabel 3. 7 Parameter Outer Model	71
Tabel 3. 8 Parameter Inner Model.....	72
Tabel 4. 1 Tanggapan Responden Mengenai Variabel <i>Social Media Influencer</i>	80
Tabel 4. 2 Tanggapan Responden Mengenai Variabel <i>Brand image</i>	82
Tabel 4. 3 Tanggapan Responden Mengenai Variabel <i>Purchase Intention</i>	85
Tabel 4. 4 <i>Outer Loading</i>	91
Tabel 4. 5 Hasil <i>Average Variance Extracted</i>	92
Tabel 4. 6 <i>Discriminant Validity</i> atau <i>Cross Loading</i>	92
Tabel 4. 7 <i>Fornell-Lacker Criterion</i>	93
Tabel 4. 8 <i>Heterotrait-monotrait ratio (HTMT)</i>	94
Tabel 4. 9 <i>Composite Reliability</i> dan <i>Cronbach Alpha</i>	95
Tabel 4. 10 Hasil <i>R Square</i>	96
Tabel 4. 11 Hasil <i>Q Square</i>	97
Tabel 4. 12 Hasil <i>F Square</i>	97
Tabel 4. 13 Total <i>Effect</i>	98
Tabel 4. 14 <i>Specific Indirect effect</i>	101