

DAFTAR TABEL

Tabel 2.1 Jurnal Nasional.....	25
Tabel 2.2 Jurnal Internasional	28
Tabel 3.1 Karakteristik Penelitian.....	32
Tabel 3.2 Operasionalisasi Variabel	33
Tabel 3.3 Skala Pengukuran.....	39
Tabel 3.4 Hasil Uji Validitas (n=30)	41
Tabel 3.5 Hasil Uji Reliabilitas (n=30)	42
Tabel 3.6 Kriteria Penilaian Pernyataan.....	44
Tabel 4.1 Tanggapan Responden Mengenai <i>Animosity</i>	53
Tabel 4.2 Tabel Tanggapan Responden mengenai <i>Boycott</i>	54
Tabel 4.3 Tanggapan Responden mengenai <i>Reluctant To Buy</i>	56
Tabel 4.4 Hasil <i>Convergent Validity</i>	58
Tabel 4.5 Hasil <i>Discriminant Validity</i>	59
Tabel 4.6 Hasil <i>Composite Reliability</i>	60
Tabel 4.7 Hasil Uji R Square	61
Tabel 4.8 Hasil <i>Path Coefficient</i>	62
Tabel 4.9 Hasil Total <i>Indirect Effect</i>	63
Tabel 4.10 Pengaruh antar Variabel <i>Animosity</i> terhadap <i>Boycott</i>	63
Tabel 4.11 Pengaruh antar variabel <i>Animosity</i> terhadap <i>Reluctant To Buy</i>	64
Tabel 4.12 Pengaruh antar Variabel <i>Boycott</i> terhadap <i>Reluctant To Buy</i>	65
Tabel 4.13 Pengaruh antar Variabel <i>Animosity</i> terhadap <i>Reluctant To Buy</i> yang di mediasi oleh <i>Boycott</i>	66