

## DAFTAR TABEL

Tabel 1.1 Pra penelitian variabel <i>eletronic word of mouth</i> .....	10
Tabel 1.2 pra penelitian variabel citra merek.....	11
Tabel 1.3 pra penelitian variabel keputusan pembelian.....	12
Tabel 2.3 penelitian terdahulu.....	32
Tabel 3.1 variabel operasional penelitian .....	45
Tabel 3.2 instrumen skala likert.....	48
Tabel 3.3 hasil uji validitas variabel <i>variabel elctronic word of mouth</i> .....	53
Tabel 3.4 hasil uji validitas variabel citra merek .....	54
Tabel 3.5 hasil uji validitas keputusan pembelian .....	54
Tabel 3.6 hasil uji reliabilitas.....	56
Tabel 3.7 kriteria interpretasi skor .....	57
Tabel 4.1 analisis variabel <i>electronic word of mouth</i> .....	66
Tabel 4.2 analisis variabel citra merek .....	69
Tabel 4.3 analisis variabel keputusan pembelian.....	71
Tabel 4.4 hasil uji normalitas.....	76
Tabel 4.11 hasil uji multikolinieritas .....	77
Tabel 4.12 analisis regresi linier berganda .....	78
Tabel 4.13 hasil uji t.....	80
Tabel 4.14 hasil uji F .....	80
Tabel 4.15 uji determinasi.....	81