

DAFTAR TABEL

Tabel 1.1 Daftar Perusahaan <i>Start-up</i> Bidang Pendidikan	7
Tabel 2.1 Jurnal Internasional.....	30
Tabel 2.2 Jurnal Nasional.....	34
Tabel 3.1 Karakteristik Penelitian	44
Tabel 3.2 Operasionalisasi Variabel.....	45
Tabel 3.3 Instrument Skala <i>Likert</i>	50
Tabel 3.4 Hasil Uji Validitas	57
Tabel 3.5 Hasil Uji Validitas Variabel Y	58
Tabel 3.6 Hasil Uji Reabilitas Variabel	59
Tabel 3.7 Klasifikasi Interpretasi Skor <i>Brand Ambassador</i>	60
Tabel 3.8 Klasifikasi Interpretasi Skor Minat Beli.....	60
Tabel 3.9 Tabel Output PLS	62
Tabel 4.1 Distribusi Jawaban Responden Terhadap Variabel <i>Brand Ambassador</i> (<i>Source Attractiveness</i>)	70
Tabel 4.2 Distribusi Jawaban Responden Terhadap Variabel <i>Brand Ambassador</i> (<i>Source Trustworthiness</i>)	72
Tabel 4.3 Distribusi Jawaban Responden Terhadap Variabel <i>Brand Ambassador</i> (<i>Source Expertise</i>).....	75
Tabel 4.4 Distribusi Jawaban Responden Terhadap Variabel <i>Brand Ambassador</i> (<i>Fit Between Endorser And Endorsed Product</i>)	77
Tabel 4.5 Distribusi Jawaban Responden Terhadap Variabel Minat Beli	80
Tabel 4.6 Ringkasan Analisis Deskriptif	82
Tabel 4.7 Hasil Skor <i>Loading Factor</i>	84
Tabel 4.8 Skor <i>Average Variance Extracted</i> (AVE).....	84
Tabel 4.9 Skor Korelasi Antar Variabel (<i>Fornell Larcker Criterion</i>).....	85
Tabel 4.10 <i>Cross Loading Correlation</i>	86
Tabel 4.11 Uji Reliabilitas	87
Tabel 4.12 Skor <i>Path Coefficient</i> dan <i>T-Value</i>	88

Tabel 4.13 R ² variabel Laten	89
Tabel 4.14 <i>Path Coefficient</i> dan t-Values	90