

## DAFTAR TABEL

<b>TABEL 1.1</b> Performance akun Instagram Telkomsel Halo 2019-2020.....	10
<b>TABEL 2.1</b> Penelitian Terdahulu.....	24
<b>TABEL 3.1</b> Variabel Operasional.....	39
<b>TABEL 3.2</b> Ukuran Sampel Berdasarkan Ukuran Populasi.....	48
<b>TABEL 3.3</b> Desain Pengukuran Kuesioner.....	51
<b>TABEL 3.4</b> Uji Validitas Pre-Test Kuesioner.....	52
<b>TABEL 3.5</b> Uji Reliabilitas Pre-Test Kuesioner.....	53
<b>TABEL 3.6</b> Pengelompokan range interval.....	54
<b>TABEL 4.1</b> Hasil <i>Screening Question</i> .....	61
<b>TABEL 4.2</b> Deskripsi Hasil Kuesioner sub variabel Quality of social media marketing ( <i>entertainment</i> ).....	66
<b>TABEL 4.3</b> Deskripsi Hasil Kuesioner sub variabel Quality of social media marketing ( <i>Interaction</i> ).....	67
<b>TABEL 4.4</b> Deskripsi Hasil Kuesioner sub variabel Quality of social media marketing ( <i>Trendiness</i> ).....	68
<b>TABEL 4.5</b> Deskripsi Hasil Kuesioner sub variabel Quality of social media marketing ( <i>Customization</i> ).....	69
<b>TABEL 4.6</b> Deskripsi Hasil Kuesioner sub variabel Quality of social media marketing ( <i>e-WOM</i> ).....	71
<b>TABEL 4.7</b> Deskripsi Hasil Kuesioner variabel Quantity of social media marketing Tinggal.....	72
<b>TABEL 4.8</b> Deskripsi Hasil Kuesioner variabel Credibility of social media marketing.....	73
<b>TABEL 4.9</b> Deskripsi Hasil Kuesioner variabel Customer Inspiration.....	74
<b>TABEL 4.10</b> Deskripsi Hasil Kuesioner sub variabel Purchase Intention.....	76
<b>TABEL 4.11</b> Rangkuman Deskriptif Analisis.....	77
<b>TABEL 4.12</b> Nilai Outer Loading.....	78
<b>TABEL 4.13</b> Nilai Cross Loading.....	79

<b>TABEL 4.14</b> Nilai AVE.....	80
<b>TABEL 4.15</b> Fornell-Lacker Criterion Model Penelitian .....	81
<b>TABEL 4.16</b> Heterotrait-Monotrait Ratio Model Penelitian .....	81
<b>TABEL 4.17</b> Nilai Composite Reliability.....	82
<b>TABEL 4.18</b> Cronbach Alpha.....	83
<b>TABEL 4.19</b> R-Square.....	84
<b>TABEL 4.20</b> Nilai Q2 Predictive Relevance dari Model Penelitian.....	85
<b>TABEL 4.21</b> Hasil Uji Hipotesis .....	87
<b>TABEL 4.22</b> Nilai Indirect Effect.....	90