

DAFTAR TABEL

Tabel 1. 1 Hasil Pra-Survey Brand Image	13
Tabel 1. 2 Hasil Pra-Survey Electronic Word of Mouth.....	13
Tabel 1. 3 Hasil Pra-Survey Loyalitas Pelanggan.....	14
Tabel 2. 1 Ulasan Skripsi Terdahulu.....	30
Tabel 2. 2 Ulasan Jurnal Nasional.....	35
Tabel 2. 3 Ulasan Jurnal Internasional.....	40
Tabel 3. 2 Operasional Variabel.....	50
Tabel 3. 3 Desain Pengukuran Skala Likert.....	52
Tabel 3. 4 Kriteria Interpretasi Skor	61
Tabel 4. 1 Tanggapan Responden Terhadap Variabel Brand Image	70
Tabel 4. 2 Hasil Analisis Deskriptif Variabel Electronic Word of Mouth.....	72
Tabel 4. 3 Tanggapan Responden Terhadap Variabel Loyalitas Pelanggan.....	74
Tabel 4. 4 Hasil Outer Loadings	77
Tabel 4. 5 Hasil Average Variance Extracted	80
Tabel 4. 6 Cross Loadings.....	80
Tabel 4. 7 Fornell-Larcker Criterion.....	81
Tabel 4. 8 Construct Reliability	81
Tabel 4. 9 Hasil R Square Sebelum Moderasi	82
Tabel 4. 10 Hasil R Square Setelah Moderasi.....	82
Tabel 4. 11 Path Coefficients	84
Tabel 4. 12 Predictive Relevance.....	85