

DAFTAR TABEL

| | |
|------------------------------------------------------------------------------|----|
| Tabel 1.1 10 Brand Kosmetik Lokal Terbaik dan Paling Favorite | 8 |
| Tabel 1.2 <i>Electronic Word of Mouth</i> | 13 |
| Tabel 1.3 <i>Brand Image</i> | 14 |
| Tabel 1.4 <i>Brand Trust</i> | 15 |
| Tabel 1.5 Keputusan Pembelian..... | 16 |
| Tabel 2. 1 Skripsi Terdahulu..... | 25 |
| Tabel 2. 2. Jurnal Nasional..... | 28 |
| Tabel 2. 3. Jurnal Internasional..... | 31 |
| Tabel 3. 1. Operasional Variabel..... | 41 |
| Tabel 3. 2. Pengukuran Skala Likert..... | 44 |
| Tabel 3.3 Kriteria Interpretasi Skor | 50 |
| Tabel 4.1 Uji Validitas | 60 |
| Tabel 4.2 Uji Reliabilitas | 61 |
| Tabel 4.3 Tanggapan Responden mengenai <i>Electronic Word of Mouth</i> | 62 |
| Tabel 4.4 Tanggapan Responden mengenai <i>Brand Image</i> | 63 |
| Tabel 4.5 Tanggapan Responden mengenai <i>Brand Trust</i> | 64 |
| Tabel 4.6 Tanggapan Responden mengenai Keputusan Pembelian..... | 65 |
| Tabel 4.7 Uji Normalitas..... | 67 |
| Tabel 4.8 Uji Multikolinieritas..... | 68 |
| Tabel 4.9 Heteroskedastisitas dengan Uji <i>Glesjer</i> | 68 |
| Tabel 4.10 Analisis Regresi Linier Berganda | 69 |
| Tabel 4.11 Koefisien Determinasi..... | 70 |
| Tabel 4.12 Uji Hipotesis secara Parsial (Uji t)..... | 71 |
| Tabel 4.13 Uji Hipotesis Secara Simultan (Uji-F)..... | 72 |