

DAFTAR TABEL

Tabel 1. 1 Produk Co-Branding Dear Me Beauty	10
Tabel 2. 1 Penelitian Terdahulu Jurnal Nasional	30
Tabel 3. 1 Jenis Penelitian.....	37
Tabel 3. 1 Hasil Elaborasi	39
Tabel 3. 2 Operasional Variabel.....	41
Tabel 3. 3 Instrumen Skala Likert.....	42
Tabel 3. 4 Kriteria Analisis Deskriptif.....	48
Tabel 4. 1 Jawaban Berdasarkan Variabel <i>Brand Familiarity</i>	63
Tabel 4. 2 Jawaban Berdasarkan Variabel <i>Brand Fit</i>	64
Tabel 4. 3 Jawaban Berdasarkan Variabel Minat Beli.....	66
Tabel 4. 4 Hasil Pengujian Validitas Konvergen (<i>Outer Loading</i>).....	69
Tabel 4. 5 Validitas Konvergen (AVE).....	70
Tabel 4. 6 Uji <i>Fornell-Larcker</i>	71
Tabel 4. 7 Hasil Uji <i>Cross-Loading</i>	71
Tabel 4. 8 Hasil Uji HTMT.....	72
Tabel 4. 9 Hasil Uji <i>Cross-Loading</i>	73
Tabel 4. 10 R-Square.....	74
Tabel 4. 11 Q-Square	75
Tabel 4. 12 <i>Path Coefficients</i>	75
Tabel 4. 13 Uji Model Fit.....	76
Tabel 4. 14 Uji <i>Indirect Effect</i>	76
Tabel 4. 15 Uji Hipotesis	77