

## DAFTAR TABEL

Tabel 1.1 Ulasan Produk Customer Scarlett Whitening .....	26
Tabel 2.1 Penelitian Terdahulu.....	42
Tabel 3.1 Jenis Penelitian.....	57
Tabel 3.2 Operasional Variabel.....	58
Tabel 3.3 Skala Likert.....	67
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin.....	74
Tabel 4.2 Usia Responden.....	75
Tabel 4.3 Pekerjaan Responden .....	76
Tabel 4.4 Pendapatan perbulan Responden .....	77
Tabel 4.5 Durasi penggunaan aplikasi tiktok Responden .....	79
Tabel 4.6 Klasifikasi Interpretasi Skor .....	81
Tabel 4.7 Deskripsi Variabel Perceived Informativeness .....	81
Tabel 4.8 Deskripsi Variabel Perceived Persuassiveness .....	83
Tabel 4.9 Deskripsi Variabel Source Expertise.....	84
Tabel 4.10 Deskripsi Variabel Source Trustworthiness .....	86
Tabel 4.11 Deskripsi Variabel Electronic Word of Mouth Usefulness .....	87
Tabel 4.12 Deskripsi Variabel Electronic Word of Mouth Credibility .....	89
Tabel 4.13 Deskripsi Variabel Electronic Word of Mouth Adoption .....	91
Tabel 4.14 Deskripsi Variabel Purchase Intention .....	92
Tabel 4.15 Hasil Pengujian Convergent Validity.....	96
Tabel 4.16 Hasil Pengujian Validitas Diskriminan .....	97
Tabel 4.17 Hasil Pengujian Fornell-Larcker .....	98
Tabel 4.18 Hasil Pengujian Reliabilitas .....	99
Tabel 4.19 Hasil Pengujian R-Square.....	100
Tabel 4.20 Hasil Pengujian predictive relevance Q2.....	101
Tabel 4.21 Hasil Pengujian Effect size ( $f^2$ ) .....	101
Tabel 4.22 Hasil Pengujian Path Diagram dan Hipotesis .....	103
Tabel 4.23 Pengujian Goodness of Fit Model.....	105
Tabel 4.24 Hasil Uji Heterotrait Ratio (HTMT) .....	105

Tabel 4.25 Hasil Uji Hipotesis Electronic Word of Mouth Usefulness terhadap Purchase intention yang dimediasi variabel Electronic Word of Mouth Adoption.....	112
Tabel 4.26 Hasil Uij Hipotesis Electronic Word of Mouth Credibility terhadap Purchase intention yang dimediasi variabel Electronic Word of Mouth Adoption.....	113