

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	29
Tabel 3. 1 Karakter Penelitian	39
Tabel 3. 2 Operasional Variabel	41
Tabel 3. 3 Uji Validitas	56
Tabel 3. 4 Uji Reliabilitas	57
Tabel 4. 1 Karakteristik Berdasarkan Jenis Kelamin	53
Tabel 4. 2 Karakteristik Berdasarkan Umur	54
Tabel 4. 3 Karakteristik Berdasarkan Profesi	54
Tabel 4. 4 Karakteristik Berdasarkan Durasi Menggunakan Instagram	55
Tabel 4. 5 Karakteristik Berdasarkan Frekuensi Konsumsi Kopi Per Bulan	56
Tabel 4. 6 Hasil Outer Loading (a)	72
Tabel 4. 7 Hasil Loading Factor (b)	74
Tabel 4. 8 Hasil Average Variance Extracted	75
Tabel 4. 9 Cross Loading	75
Tabel 4. 10 Fornell Larcker-Criterion	76
Tabel 4. 11 Composite Reliability	78
Tabel 4. 12 Cronbach's Alpha	78
Tabel 4. 13 Koefisien Determinasi	80
Tabel 4. 14 Predictive Relevance (Q2)	81
Tabel 4. 15 Path Coefficient Bootstrapping	81
Tabel 4. 16 Path Coefficient Bootstrapping (non-directional)	82