

## DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu.....	45
Tabel 3. 1 Karakteristik Penelitian.....	62
Tabel 3. 2 Operasional Variabel .....	63
Tabel 3. 3 Penentuan Jumlah Sampel .....	68
Tabel 3. 4 Penentuan Jumlah Sampel .....	71
Tabel 3. 6 Parameter Uji Reliabilitas .....	81
Tabel 3. 7 Parameter Goodness of Fit .....	83
Tabel 3. 8 Parameter R square .....	85
Tabel 4. 1 Klasifikasi Interpretasi Skor .....	92
Tabel 4. 2 Rekapitulasi Variabel <i>Social Media Marketing</i> .....	92
Tabel 4. 3 Klasifikasi Dimensi Social Media Marketing .....	94
Tabel 4. 4 Rekapitulasi Variabel <i>Brand Knowledge</i> .....	95
Tabel 4. 5 Klasifikasi Dimensi Brand Knowledge.....	96
Tabel 4. 6 Rekapitulasi Variabel <i>Consumer-brand Engagement</i> .....	97
Tabel 4. 7 Klasifikasi Dimensi <i>consumer-brand engagement</i> .....	99
Tabel 4. 8 Rekapitulasi Variabel <i>Customer Experience</i> .....	100
Tabel 4. 9 Klasifikasi Dimensi <i>customer experience</i> .....	101
Tabel 4. 10 <i>Second Order Confirmatory Factor Analysis (CFA)</i> .....	102
Tabel 4. 11 Uji Validitas .....	105
Tabel 4. 12 Nilai <i>Fornell-lacker Criterion</i> .....	105
Tabel 4. 13 Nilai <i>Heterotrait-Monotrait Ratio of Correlations (HTMT)</i> .....	106
Tabel 4. 14 Nilai <i>Cronbach's Alpha</i> .....	107
Tabel 4. 15 Nilai <i>Composite Reliability</i> .....	108
Tabel 4. 16 Nilai <i>Goodness od Fit (GoF)</i> .....	109
Tabel 4. 17 Hasil Uji Hipotesis ( <i>bootstrapping</i> ).....	110
Tabel 4. 18 Nilai <i>R-square</i> .....	114