

## DAFTAR TABEL

Tabel 1.1 Produk Avoskin .....	6
Tabel 1.2 Engagement Rate Beauty Influencer Avoskin .....	17
Tabel 2.1 Hasil Penelitian Terdahulu .....	47
Tabel 3.1 Jenis Penelitian.....	70
Tabel 3.2 Operasional Variabel.....	72
Tabel 3.3 Skala Likert .....	82
Tabel 3.4 Uji Validitas Social Media Influencer .....	89
Tabel 3.5 Uji Validitas Brand Image .....	89
Tabel 3.6 Uji Validitas Customer Engagement.....	90
Tabel 3.7 Uji Validitas Purchase Intention .....	91
Tabel 3.8 Hasil Uji Reliabilitas Kuesioner Penelitian .....	92
Tabel 3.9 Klasifikasi Interpretasi Skor.....	94
Tabel 3.10 Keputusan SEM .....	101
Tabel 4.1 Klasifikasi Interpretasi Skor.....	112
Tabel 4.2 Rekapitulasi Variabel Social Media Influencer .....	112
Tabel 4.3 Klasifikasi Dimensi Social Media Influencer .....	114
Tabel 4.4 Rekapitulasi Variabel Brand Image .....	115
Tabel 4.5 Klasifikasi Dimensi Brand Image .....	117
Tabel 4.6 Rekapitulasi Variabel Customer Engagement .....	118
Tabel 4.7 Klasifikasi Dimensi Customer Engagement .....	121
Tabel 4.8 Rekapitulasi Variabel Purchase Intention .....	122
Tabel 4.9 Klasifikasi Dimensi Purchase Intention .....	124
Tabel 4.10 Convergent Validity Variabel Social Media Influencer .....	128
Tabel 4.11 Cross Loading Variabel Social Media Influencer.....	129
Tabel 4.12 Fornell Larcker Variabel Social Media Influencer .....	130
Tabel 4.13 Uji Reliabilitas Variabel Social Media Influencer.....	130
Tabel 4.14 Convergent Validity Variabel Brand Image .....	131
Tabel 4.15 Cross Loading Variabel Brand Image.....	132
Tabel 4.16 Fornell Larcker Variabel Brand Image .....	132
Tabel 4.17 Uji Reliabilitas Variabel Brand Image.....	133
Tabel 4.18 Convergent Validity Variabel Customer Engagement.....	133
Tabel 4.19 Cross Loading Variabel Customer Engagement.....	134
Tabel 4.20 Fornell Larcker Variabel Customer Engagement .....	135
Tabel 4.21 Uji Reliabilitas Variabel Customer Engagement .....	136
Tabel 4.22 Convergent Validity Variabel Purchase Intention .....	136
Tabel 4.23 Cross Loading Variabel Purchase Intention .....	137
Tabel 4.24 Fornell Larcker Variabel Purchase Intention .....	138
Tabel 4.25 Uji Reliabilitas Variabel Purchase Intention.....	138
Tabel 4.26 Hasil Uji R Square .....	140
Tabel 4.27 Hasil Path Coefficient .....	141

Tabel 4.28 Hasil Uji Q Square .....	141
Tabel 4.29 Hasil Uji Model Fit .....	142
Tabel 4.30 Hasil Uji Hipotesis dan Signifikansi .....	143