

LIST OF TABLES

| | |
|--|----|
| Table 1.1 Korean Skincare Brand Comparison..... | 7 |
| Table 2.1 Previous Researches | 23 |
| Table 3.1 Research Characteristic | 36 |
| Table 3.2 Operational Variable..... | 37 |
| Table 3.3 Likert Scale Scoring Level..... | 39 |
| Table 3.4 Validity Result | 45 |
| Table 3.5 Reliability Result..... | 46 |
| Table 3.6 Score Interpretation Criteria..... | 48 |
| Table 4.1 Respondents' Characteristic Based on Gender | 53 |
| Table 4.2 Respondents' Characteristic Based on Age | 54 |
| Table 4.3 Respondents' Characteristic Based on Occupation | 54 |
| Table 4.4 Respondents' Characteristic Based on Earnings..... | 55 |
| Table 4.5 Respondents' Distribution of Electronic Word of Mouth..... | 56 |
| Table 4.6 Respondents' Distribution of Halal Product Image | 59 |
| Table 4.7 Respondents' Distribution of Brand Equity..... | 60 |
| Table 4.8 Respondents' Distribution of Purchase Intention | 62 |
| Table 4.9 Summarization of Descriptive Analysis | 63 |
| Table 4.10 Loading Factors and AVE Score | 65 |
| Table 4.11 Fornell-Lacker Criterion Result | 66 |
| Table 4.12 Cross Loading Result | 66 |
| Table 4.13 Reliability Test Processed by SmartPLS | 67 |
| Table 4.14 Path Coefficient and T-Values Result..... | 69 |
| Table 4.15 Specific Indirect Effect From Exogenous to Endogenous Variable | 70 |
| Table 4.16 R-Square Values of Latent Variables | 71 |
| Table 4.17 Hypothesis Testing Result | 72 |
| Table 4.18 Goodness of Fit Result | 73 |