

DAFTAR TABEL

| | |
|----------------------------------------------------------------------------------|----|
| Tabel 1. 1 Data Penjualan Avoskin Tahun 2020..... | 7 |
| Tabel 1. 2 Data Penjualan Avoskin Tahun 2021..... | 7 |
| Tabel 1. 3 Merek Skincare Lokal Yang Menggunakan Doctor Influencer..... | 9 |
| Tabel 1. 4 Jenis Kerjasama Doctor Influencer Avoskin | 13 |
| Tabel 2.1 Artiker Jurnal Internasional | 33 |
| Tabel 2.2 Artikel Jurnal Nasional | 40 |
| Tabel 2.3 Skripsi Terdahulu | 46 |
| Tabel 3.1 Jenis Penelitian..... | 58 |
| Tabel 3.2 Variabel Operasional..... | 59 |
| Tabel 3.3 Skala Pengukuran..... | 65 |
| Tabel 3. 4 Hasil Uji Validitas Perceived Credibility (X1) | 67 |
| Tabel 3. 5 Hasil Uji Validitas Trust (X2)..... | 67 |
| Tabel 3. 6 Hasil Uji Validitas Perceived Behavioral Control (X3) | 68 |
| Tabel 3. 7 Hasil Uji Validitas Subjective Norm (X4)..... | 68 |
| Tabel 3. 8 Hasil Uji Validitas Perceived Expertise (X5) | 68 |
| Tabel 3. 9 Hasil Uji Validitas Attitude Toward The Influencer (X6)..... | 69 |
| Tabel 3. 10 Hasil Uji Validitas Purchase Intention (Y) | 70 |
| Tabel 3. 11 Uji Reliabilitas | 71 |
| Tabel 3.12 Klasifikasi Interpretasi Skor..... | 73 |
| Tabel 4. 1 Kolom Kriteria | 79 |
| Tabel 4. 2 Responden Berdasarkan Jenis Kelamin | 80 |
| Tabel 4. 3 Responden Berdasarkan Usia..... | 81 |
| Tabel 4. 4 Responden Berdasarkan Pendapatan | 82 |
| Tabel 4. 5 Distribusi Jawaban Responden Pada Variabel Perceived Credibility..... | 83 |
| Tabel 4. 6 Distribusi Jawaban Responden Pada Variabel Trust | 84 |
| Tabel 4. 7 Distribusi Jawaban Variabel Perceived Behavioral Control..... | 86 |
| Tabel 4. 8 Distribusi Jawaban Responden Pada Variabel Subjective Norm..... | 87 |
| Tabel 4. 9 Distribusi Jawaban Responden Pada Variabel Perceived Expertise..... | 88 |
| Tabel 4. 10 Distribusi Jawaban Variabel Attitude Toward The Influencer | 89 |
| Tabel 4. 11 Distribusi Jawaban Variabel Attitude Purchase Intention | 91 |
| Tabel 4. 12 Loading Factor Hasil Uji Validitas Konvergen | 94 |
| Tabel 4. 13 Output Collinearity Statistics | 95 |

| | |
|--------------------------------------------------------------------|-----|
| Tabel 4. 14 AVE Hasil Uji Validitas Konvergen..... | 96 |
| Tabel 4. 15 Hasil Uji Validitas Diskriminan Fornell & Larcker..... | 97 |
| Tabel 4. 16 Hasil Uji Internal Consistency Reliability | 98 |
| Tabel 4. 17 Hasil Uji Koefisien Determinasi (R Square)..... | 100 |
| Tabel 4. 18 Hasil Uji F Square..... | 102 |
| Tabel 4. 19 Hasil Uji Hipotesis | 103 |