

## DAFTAR TABEL

Tabel 2. 1 Kajian Penelitian Terdahulu .....	26
Tabel 3. 1 Karakteristik Penelitian .....	42
Tabel 3. 2 Operasional Variabel .....	43
Tabel 3. 3 Skala Pengukuran Likert .....	47
Tabel 3. 4 Karakteristik Responden .....	49
Tabel 3. 5 Uji Validitas .....	52
Tabel 3. 6 Uji Reliabilitas.....	54
Tabel 3. 7 Nilai Tingkat Pencapaian Responden.....	55
Tabel 3. 8 Goodness of Fit Index (GoF) .....	61
Tabel 4. 1 Analisis Deskriptif Variabel Social Media Communication.....	71
Tabel 4. 2 Analisis Deskriptif Variabel Consumer-Based Brand Equity.....	73
Tabel 4. 3 Analisis Deskriptif Variabel Repurchase Intention .....	76
Tabel 4. 4 Hasil Analisis Convergent Validity .....	78
Tabel 4. 5 Hasil Analisis Composite Reliability .....	80
Tabel 4. 6 Hasil Analisis Cross Loading .....	81
Tabel 4. 7 Hasil Analisis Kriteria Fornell-Larcker .....	82
Tabel 4. 8 Hasil Analisis HTMT .....	82
Tabel 4. 9 Hasil Analisis Collinearity Statistic (VIF) .....	82
Tabel 4. 10 Hasil Analisis R-Square .....	84
Tabel 4. 11 Hasil Analisis F-Square .....	86
Tabel 4. 12 Hasil Analisis Q-Square .....	87
Tabel 4. 13 Hasil Uji Hipotesis .....	89