

## DAFTAR TABEL

|   |    |
|---|----|
| Tabel.1 1 Persentase Penjualan Lipgloss .....                         | 12 |
| Tabel 2. 1 Penelitian Terdahulu .....                                 | 28 |
| Tabel 3. 1 Jenis Penelitian .....                                     | 40 |
| Tabel 3. 2 Operasional Variabel .....                                 | 43 |
| Tabel 3. 3 Skala Pengukuran Likert.....                               | 46 |
| Tabel 3. 4 Kriteria Interpretasi Skor .....                           | 52 |
| Tabel 4. 1 Responden Berdasarkan Jenis Kelamin.....                   | 56 |
| Tabel 4. 2 Responden Berdasarkan Usia .....                           | 56 |
| Tabel 4. 3 Responden Berdasarkan Pendidikan.....                      | 57 |
| Tabel 4. 4 Responden Berdasarkan Pekerjaan .....                      | 58 |
| Tabel 4. 5 Responden Berdasarkan Pendapatan .....                     | 58 |
| Tabel 4. 6 Analisis Deskriptif Variabel Information Quality .....     | 59 |
| Tabel 4. 7 Analisis Deskriptif Variabel Information Quantity .....    | 61 |
| Tabel 4. 8 Analisis Deskriptif Variabel Information Credibility ..... | 62 |
| Tabel 4. 9 Analisis Deskriptif Variabel Information Usefulness.....   | 63 |
| Tabel 4. 10 Analisis Deskriptif Variabel Adoption Information .....   | 64 |
| Tabel 4. 11 Analisis Deskriptif Variabel Purchase Information.....    | 65 |
| Tabel 4. 12 Hasil Loading Factor .....                                | 68 |
| Tabel 4. 13 Nilai Cross Loading .....                                 | 69 |
| Tabel 4. 14 Hasil Uji Kriteria Fornell Larcker .....                  | 71 |
| Tabel 4. 15 Hasil Uji Reliabilitas.....                               | 71 |
| Tabel 4. 16 Nilai R-Square .....                                      | 74 |
| Tabel 4. 17 F-Square.....   | 74 |
| Tabel 4. 18 Hasil Uji Hipotesis.....                                  | 76 |