

DAFTAR TABEL

Tabel 1.1 Perbandingan Market Share Produk Skintific	9
Tabel 2.1 Tabel Jurnal Nasional Terdahulu	25
Tabel 2.2 Tabel Jurnal Internasional Terdahulu.....	38
Tabel 3.1 Jenis Penelitian.....	54
Tabel 3.2 Operational Variable	57
Tabel 3.3 Instrumen Penelitian.....	64
Tabel 3.4 Uji Validitas Pra Kuesioner.....	69
Tabel 3.5 Uji Realibilitas Pra Kuisioner	71
Tabel 3.6 Kriteria Penilaian.....	72
Tabel 4.1 Distribusi Jawaban Responden Pada Variabel Argument Quality	80
Tabel 4.2 Distribusi Jawaban Responden Pada Variabel Source Credibility.....	83
Tabel 4.3 Distribusi Jawaban Responden Pada Variabel Information Quantity ..	87
Tabel 4.4 Distribusi Jawaban Responden Pada Variabel Emotive Word Comperhension	89
Tabel 4.5 Distribusi Jawaban Responden Pada Variabel Information Usefulness	92
Tabel 4.6 Distribusi Jawaban Responden Pada Variabel Information Adoption .	94
Tabel 4.7 Distribusi Jawaban Responden Pada Variabel Purchase Intention	97
Tabel 4.8 Outer Loading.....	100
Tabel 4.9 Average Variance Extracted (AVE).....	102
Tabel 4.10 Cronbach's Alpha	103
Tabel 4.11 Nilai Composite Reliability.....	103
Tabel 4.12 Nilai R-Square.....	104
Tabel 4.13 Hasil Path Coefficient	105
Tabel 4.14 Rangkuman Hasil Pengujian Hipotesis	107