

DAFTAR TABEL

Tabel 1. 1 Rating 5 Market Place di Indonesia	6
Tabel 2. 1 Skripsi Terdahulu	22
Tabel 2. 2 Jurnal Internasional Terdahulu.....	27
Tabel 2. 3 Jurnal Nasional.....	31
Tabel 3. 1 Variabel Operasional.....	48
Tabel 3. 2 Skala Pengukuran.....	50
Tabel 3. 3 R Tabel.....	58
Tabel 3. 4 Hasil Tes Validitas Variabel Independen.....	59
Tabel 3. 5 Hasil Tes Validitas Variabel Dependen	59
Tabel 3. 6 Hasil Tes Reabilitas	60
Tabel 3. 7 Jenis Metode Analisis Multivariat	61
Tabel 4. 1 <i>Screening Question</i> Responden Pengguna Aplikasi Shopee	67
Tabel 4. 2 Hasil Uji Normalitas	77
Tabel 4. 3 Hasil Loading Factor.....	79
Tabel 4. 4 Hasil Average Variance Extraced (AVE)	80
Tabel 4. 5 Hasil Cross Loading.....	81
Tabel 4. 6 Fornell- Larcker Criteion	83
Tabel 4. 7 Heterotrait-Monotrait (HTMT)	84
Tabel 4. 8 Hasil Uji Reabilitas	85
Tabel 4. 9 Variance Inflation Factor (VIF)	86
Tabel 4. 10 R-Square.....	87
Tabel 4. 11 Path coefficient	88
Tabel 4. 12 Bootstrap	90
Tabel 4. 13 Hasil Q- Square Redudancy	91
Tabel 4. 14 Hasil F-Square	92
Tabel 4. 15 Hasil Uji Hipotesis	93
Tabel 4. 16 Hasil IPMA	99