

DAFTAR TABEL

- Tabel 1.1. Jenis Produk PT. Asuransi Bangun Askrida
- Tabel 1.2. Perbandingan Perusahaan Asuransi Umum
- Tabel 2.1. Empat Jenis Pengambilan Keputusan
- Tabel 2.2. Penelitian Terdahulu
- Tabel 3.1. Operasional Variabel
- Tabel 3.2. Skala Likert
- Tabel 4.1. Hasil *Screening Question*
- Tabel 4.2. Statistik Deskriptif
- Tabel 4.3. Pengelompokan Range Interval
- Tabel 4.4. Deskriptif Hasil Kuesioner Variabel Personal Selling
- Tabel 4.5. Deskriptif Hasil Kuesioner Variabel Social Media Marketing
- Tabel 4.6. Deskriptif Hasil Kuesioner Variabel Brand Awareness
- Tabel 4.7. Deskriptif Hasil Kuesioner Variabel Brand Association
- Tabel 4.8. Deskriptif Hasil Kuesioner Variabel Perceived Quality
- Tabel 4.9. Deskriptif Hasil Kuesioner Variabel Brand Loyalty
- Tabel 4.10. Deskriptif Hasil Kuesioner Variabel Purchase Behavior
- Tabel 4.11. Rekapitulasi Analisis Deskriptif Variabel Penelitian
- Tabel 4.12. Nilai Outer Loading
- Tabel 4.13. Nilai AVE (Average Variance Extraction)
- Tabel 4.14. Nilai Cross Loading
- Tabel 4.15. Nilai Fornell-Larcker Criterion
- Tabel 4.16. Nilai HTMT Ratio (Heterotrait-Monotrait Ratio)
- Tabel 4.17. Nilai Composite Reliability dan Cronbah's Alpha
- Tabel 4.18. Nilai R-Square
- Tabel 4.19. Nilai Q-Square
- Tabel 4.20. Nilai Communalilty
- Tabel 4.21. Nilai Path Coefficient
- Tabel 4.22. Rekap Hasil Uji Hipotesis
- Tabel 4.23. Nilai Specific Indirect Effects