

## DAFTAR TABEL

Tabel 2. 1 Jurnal Nasional 1.....	47
Tabel 2. 2 Jurnal Nasional 2.....	48
Tabel 2. 3 Jurnal Nasional 3.....	49
Tabel 2. 4 Jurnal Nasional 4.....	50
Tabel 2. 5 Jurnal Nasional 5.....	51
Tabel 2. 6 Tabel Jurnal Internasional 1 .....	53
Tabel 2. 7 Tabel Jurnal Internasional 2 .....	54
Tabel 2. 8 Tabel Jurnal Internasional 3 .....	55
Tabel 2. 9 Tabel Jurnal Internasional 4.....	56
Tabel 2. 10 Tabel Jurnal Internasional 5 .....	57
Tabel 2. 11 Waktu dan Periode Penelitian .....	61
Tabel 3. 1 Tabel Operasional Variabel .....	64
Tabel 3. 2 Instrumen Skala Likert.....	68
Tabel 3. 3 Hasil Uji Validitas.....	73
Tabel 3. 4 Hasil Uji Reliabilitas .....	74
Tabel 3. 5 Table <i>Rule of Thumb</i> .....	77
Tabel 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin .....	82
Tabel 4. 2 Karakteristik Responden berdasarkan Usia .....	82
Tabel 4. 3 Karakteristik Responden berdasarkan Pekerjaan .....	83
Tabel 4. 4 Karakteristik Responden berdasarkan Platform Pembeli .....	85
Tabel 4. 5 Analisis Deskriptif Variabel <i>Brand Communication</i> (X1) .....	85
Tabel 4. 6 Rekapitulasi Analisis Deskriptif variabel <i>Brand Communication</i> .....	88
Tabel 4. 7 Analisis Deskriptif Variabel <i>Brand Image</i> (X2).....	88
Tabel 4. 9 Rekapitulasi Analisis Deskriptif Variabel <i>Brand Image</i> (X2).....	90
Tabel 4. 10 Analisis Deskriptif Variabel <i>Brand Trust</i> .....	91
Tabel 4. 11 Rekapitulasi Analisis Deskriptif variabel <i>Brand Trust</i> .....	92
Tabel 4. 12 Analisis Deskriptif Variabel <i>Perceived Value</i> (X4).....	93
Tabel 4. 13 Rekapitulasi Analisis Deskriptif variabel <i>Perceived Value</i> .....	95
Tabel 4. 14 Analisis Deskriptif Variabel <i>Brand Preference</i> (Y1) .....	95
Tabel 4. 15 Rekapitulasi Analisis Deskriptif <i>Brand Preference</i> .....	97

Tabel 4. 16 Hasil <i>Convergent Validity</i> .....	99
Tabel 4. 17 Hasil <i>Discriminant Validity</i> .....	102
Tabel 4. 18 Hasil <i>Fornell-Larcker Criterion</i> .....	104
Tabel 4. 19 Hasil <i>Composite Reliability</i> dan <i>Cronbach Alpha</i> .....	105
Tabel 4. 20 Hasil <i>Collinearity Statistics</i> (VIF) .....	107
Tabel 4. 21 Hasil Koefisien Determinasi .....	108
Tabel 4. 22 Hasil <i>Path Coefficient</i> .....	109
Tabel 4. 23 Hasil Uji Hipotesis .....	110