

DAFTAR TABEL

Tabel 1. 1 Tabel Pra Penelitian Green Advertising	12
Tabel 1. 2 Tabel Pra Penelitian Brand Image	14
Tabel 1. 3 Tabel Pra Penelitian Customer Loyalty	15
Tabel 1. 4 Perbandingan Brand Skincare Lokal	18
Tabel 2.1 Penelitian Terdahulu Skripsi	33
Tabel 2.2 Penelitian Terdahulu Jurnal Nasional	34
Tabel 2.3 Penelitian Terdahulu Jurnal Internasional	37
Tabel 3.1 Operasional Variabel	44
Tabel 3.2 Skala Pengukuran Likert	48
Tabel 3.3 Parameter Uji Validitas	53
Tabel 3.4 Hasil Uji Validitas <i>Green Advertising</i>	54
Tabel 3.5 Hasil Uji Validitas <i>Brand Image</i>	55
Tabel 3.6 Hasil Uji Validitas <i>Customer Loyalty</i>	55
Tabel 3.7 Parameter Uji Reliabilitas	56
Tabel 3.8 Uji Reliabilitas <i>Cronbach's Alpha</i>	56
Tabel 3.9 Uji Reliabilitas <i>Composite Reliability</i>	57
Tabel 3.10 Kriteria Interpretasi Skor	59
Tabel 4. 1 Kriteria Interpretasi skor tanggapan responden	66
Tabel 4. 2 Distribusi Jawaban Responden terhadap Variabel Green Advertising .	67
Tabel 4. 3 Distribusi Jawaban Responden terhadap Variabel Brand Image	73
Tabel 4. 4 Distribusi Jawaban Responden terhadap Variabel Customer Loyalty..	78
Tabel 4. 5 Hasil Outer Loadings	85
Tabel 4. 6 Hasil Convergent Validity	86
Tabel 4. 7 Hasil Uji Discriminant Validity (Cross-loading)	86
Tabel 4. 8 Hasil Uji Fornell Larcker	87
Tabel 4. 9 Hasil uji Discriminant Validity (HTMT)	88
Tabel 4. 10 Hasil Uji Reliabilitas	89
Tabel 4. 11 Nilai Uji R-Square	90
Tabel 4. 12 Nilai Uji F-Square	91
Tabel 4. 13 Nilai Uji Q-Square	91

Tabel 4. 14 Path Coefficients	92
-------------------------------------	----