

DAFTAR TABEL

Tabel 3.1 Jenis Penelitian.....	48
Tabel 3.2 Operasionalisasi Variabel	50
Tabel 3.3 Skala Pengukuran.....	53
Tabel 3.4 Hasil Uji Validitas	58
Tabel 3.5 Hasil Uji Reliabilitas	59
Tabel 3.6 Kriteria Interpretasi Skor.....	61
Tabel 3.7 Hasil Uji Normalitas.....	62
Tabel 3.8 <i>Rule of Thumb</i> Evaluasi Model Pengukuran	64
Tabel 3.9 <i>Rule of Thumb</i> Evaluasi Model Struktural	66
Tabel 4.1 Karakteristik Responden Berdasarkan Usia	69
Tabel 4.2 Tabel Analisis Dekriptif <i>Perceived usefulness of Online Review</i>	70
Tabel 4.3 Tabel Analisis Dekriptif <i>Trust</i>	71
Tabel 4.4 Tabel Analisis Dekriptif <i>Perceived risk</i>	73
Tabel 4.4 Tabel Analisis Dekriptif <i>Purchase intention</i>	75
Tabel 4.5 Ringkasan Hasil Analisis Deskriptif.....	77
Tabel 4.5 Hasil Uji Validitas Konvergen.....	79
Tabel 4.6 Hasil Uji <i>Cross Loading</i>	80
Tabel 4.7 Hasil Uji <i>Fornell-Lacker Criterion</i>	82
Tabel 4.8 Hasil Uji HTMT	83
Tabel 4.9 Hasil Uji Realibilitas	83
Tabel 4.10 Hasil <i>R-Square</i>	84
Tabel 4.11 Hasil <i>F-Square</i>	85
Tabel 4.12 Hasil <i>Q-Square</i>	86
Tabel 4.14 Hasil Uji Hipotesis	87