

DAFTAR TABEL

TABEL 1. 1 Merek Lokal dengan Konsep <i>Slow Fashion</i> di Instagram	11
TABEL 2. 1 Penelitian Terdahulu Jurnal Internasional	33
TABEL 2. 2 Penelitian Terdahulu Jurnal Nasional	42
TABEL 3. 1 Jenis Penelitian	53
TABEL 3. 2 Variabel Operasional	55
TABEL 3. 3 Skala Pengukuran	58
TABEL 3. 4 Hasil Uji Validitas	62
TABEL 3. 5 Hasil Uji Reabilitas	63
TABEL 3. 6 Kriteria Interpretasi Skor	64
TABEL 3. 7 Kriteria Pengujian Outer Model	67
TABEL 3. 8 Kriteria Pengujian <i>Inner Model</i>	68
TABEL 4. 1 Rekapitulasi Variabel Environmental Concern	78
TABEL 4. 2 Rekapitulasi Variabel Environmental Knowledge	82
TABEL 4. 3 Rekapitulasi Variabel Eco-Innovation	84
TABEL 4. 4 Rekapitulasi Variabel Consumer Attitude	86
TABEL 4. 5 Rekapitulasi Variabel Green Purchase Intention	89
TABEL 4. 6 Convergent Validity	92
TABEL 4. 7 Perhitungan Ulang Convergent Validity	93
TABEL 4. 8 <i>Cross Loading</i>	94
TABEL 4. 9 <i>Fornell Larcker Criterion</i>	95
TABEL 4. 10 Uji Reliabilitas	96
TABEL 4. 11 Hasil Uji R Square	97
TABEL 4. 12 Hasil Uji Q Square	98
TABEL 4. 13 Hasil Path Coefficient	99
TABEL 4. 14 Hasil <i>Effect Size (f²) Direct Effect</i>	99
TABEL 4. 15 Hasil <i>Effect Size (f²) Mediasi</i>	100
TABEL 4. 16 Hasil Uji Model Fit	101
TABEL 4. 17 Hasil Uji Hipotesis dan Signifikansi Pengaruh Langsung	101
TABEL 4. 18 Hasil Uji Mediasi	104
TABEL 4. 19 Hasil Uji Moderasi	106