

## DAFTAR TABEL

|                                                                                                                                               |    |
|-----------------------------------------------------------------------------------------------------------------------------------------------|----|
| Tabel 3.1 Operasionalisasi Variabel .....                                                                                                     | 39 |
| Tabel 3.2 Skala Likert.....                                                                                                                   | 47 |
| Tabel 3.3 Tabel Validitas .....                                                                                                               | 49 |
| Tabel 3.4 Interpretasi nilai <i>Cronbach's Alpha</i> .....                                                                                    | 50 |
| Tabel 3.5 Tabel Reliabilitas .....                                                                                                            | 51 |
| Tabel 3.6 Kriteria Interpretasi Skor .....                                                                                                    | 52 |
| Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin .....                                                                             | 58 |
| Tabel 4.2 Karakteristik Responden Berdasarkan Program Studi.....                                                                              | 58 |
| Tabel 4.3 Karakteristik Responden Berdasarkan Angkatan Masuk .....                                                                            | 59 |
| Tabel 4.4 Karakteristik Responden Berdasarkan Sumber utama informasi pertama kali mengenai Telkom University Purwokerto. ....                 | 59 |
| Tabel 4.5 Karakteristik Responden Berdasarkan Apakah Anda memilih Telkom University Purwokerto berdasarkan informasi dari media sosial? ..... | 60 |
| Tabel 4.6 Tanggapan Responden Terhadap <i>Social Media Marketing</i> .....                                                                    | 61 |
| Tabel 4.7 Tanggapan Responden Terhadap <i>Brand Image</i> .....                                                                               | 63 |
| Tabel 4.8 Tanggapan Responden Terhadap <i>Perceived Value</i> .....                                                                           | 64 |
| Tabel 4.9 Tanggapan Responden Terhadap <i>College Decision</i> .....                                                                          | 65 |
| Tabel 4.10 Nilai <i>outer loading</i> .....                                                                                                   | 66 |
| Tabel 4.11 Nilai <i>outer loading</i> stage II.....                                                                                           | 67 |
| Tabel 4.12 Nilai <i>discriminant validity</i> .....                                                                                           | 68 |
| Tabel 4.13 Nilai reliabilitas konstruk.....                                                                                                   | 69 |
| Tabel 4.14 Nilai <i>Coefficients Determinant</i> .....                                                                                        | 70 |
| Tabel 4.15 Nilai <i>f-square</i> .....                                                                                                        | 70 |
| Tabel 4.16 Nilai <i>predictive relevance</i> .....                                                                                            | 71 |
| Tabel 4.17 Nilai <i>Path Coefficients</i> .....                                                                                               | 72 |
| Tabel 4.18 Hasil uji hipotesis.....                                                                                                           | 75 |