

DAFTAR TABEL

| No. | Keterangan | |
|------|--|----|
| 2.1 | Kelebihan Dan Kekurangan Media Periklanan | 30 |
| 2.2 | Penelitian Terdahulu | 47 |
| 3.1 | Operasionalisasi Variabel..... | 61 |
| 3.2 | Instrumen Skala Likert | 65 |
| 4.1 | Jenis Kelamin Responden | 78 |
| 4.2 | Usia Responden..... | 79 |
| 4.3 | Jumlah ILM Indonesia Yang Ditonton Responden Per Bulan..... | 80 |
| 4.4 | Frekuensi Variabel <i>Experiential Marketing</i> | 81 |
| 4.5 | Tabel Frekuensi Variabel Periklanan | 82 |
| 4.6 | Tabel Frekuensi Variabel Electronic Word Of Mouth..... | 83 |
| 4.7 | Tabel Frekuensi Variabel Keputusan Menonton..... | 83 |
| 4.8 | Hasil Uji Validitas Variabel <i>Experiential Marketing</i> | 85 |
| 4.9 | Hasil Uji Validitas Variabel Periklanan..... | 85 |
| 4.10 | Hasil Uji Validitas Variabel Electronic Word Of Mouth..... | 86 |
| 4.11 | Hasil Uji Validitas Variabel Keputusan Menonton | 87 |
| 4.12 | Hasil Uji Reliabilitas | 88 |
| 4.13 | Hasil Uji Kolmogorov-Smirnov..... | 90 |
| 4.14 | Hasil Uji Multikolinieritas | 91 |
| 4.15 | Hasil Uji Regresi Linier Berganda..... | 95 |
| 4.16 | Hasil Uji F..... | 94 |
| 4.17 | Koefisien Determinasi (R ²) | 93 |
| 4.18 | Hasil Uji T..... | 96 |