DAFTAR TABEL

Tabel 2.1 Hasil penelitian terdahulu ................................................. 9
Tabel 3.1 Instrumen Skala Likert ......................................................... 36
Tabel 3.2 Operasional Konsep ............................................................... 38
Tabel 3.3 Indeks Reliabilitas ................................................................. 42
Tabel 4.1 Usia Responden ................................................................. 50
Table 4.2 Pekerjaan Responden ......................................................... 50
Tabel 4.3 Menarik perhatian ............................................................. 51
Tabel 4.4 Mudah dikenali ................................................................. 52
Tabel 4.5 Tidak menjiplak ............................................................... 52
Tabel 4.6 Menonjolkan keunggulan ................................................... 53
Tabel 4.7 Sesuai dengan Produk ....................................................... 54
Tabel 4.8 E-commerce Pertama ......................................................... 55
Tabel 4.9 Mendengar atau membaca ................................................ 56
Tabel 4.10 Saat ingin membeli ........................................................... 57
Tabel 4.11 Identik .............................................................................. 57
Tabel 4.12 Mendengar keunggulan .................................................... 58
Tabel 4.13 Nilai Mean variabel bebas ................................................. 59
Tabel 4.14 Nilai Means Variabel Terikat ............................................... 60
Tabel 4.15 Hasil Analisi Korelasi ....................................................... 61
Tabel 4.16 Tingkat Koefisien Korelasi ............................................... 62
Tabel 4.17 Uji Linear Sederhana ......................................................... 63
Tabel 4.18 Tabel ANOVA ................................................................. 64
Tabel 4.20 Coefficients .................................................. 64