

## DAFTAR TABEL

No.	Keterangan	Halaman
1.1	Tabel Klasifikasi Produk Yang Dibeli Secara <i>Online</i> Tahun 2016 .....	4
1.2	Tabel <i>Pre-Study</i> .....	6
1.3	Data Hasil <i>Pre-Study</i> .....	8
1.4	Data Variabel X.....	9
2.1	Tabel Penelitian Terdahulu .....	53
3.1	Tabel Operasional Variable.....	70
3.2	Tabel Instrumen Skala Ordinal .....	73
3.3	Tabel <i>Goodness of Fit Indeks</i> .....	80
4.1	Tabel Usia Responden.....	86
4.2	Tabel Pendapatan Responden.....	87
4.3	Tabel Pengeluaran Responden .....	88
4.4	Tabel <i>Purchase Intention Online</i> .....	89
4.5	Tabel <i>Information Processing Strategy</i> .....	91
4.6	Tabel <i>Experience Attribute Product</i> .....	92
4.7	Tabel <i>Need for Touch</i> .....	93
4.8	Tabel Keputusan Pembelian .....	94
4.9	Uji Validitas <i>Variable Purchase Intention Online</i> .....	97
4.10	Uji Validitas <i>Variable Information Processing Strategy</i> .....	100
4.11	Uji Validitas <i>Variable Experience Attribute Product</i> .....	103
4.12	Uji Validitas <i>Variable Need for Touch</i> .....	106
4.13	Uji Validitas <i>Variable Keputusan Pembelian</i> .....	109

4.14	Tabel Hasil Uji Kecocokan <i>Measurement</i> Model Penelitian .....	113
4.15	Tabel Hasil Uji Kecocokan <i>Measurement</i> Model Penelitian .....	115
4.16	Tabel Hasil Uji Kecocokan Model Struktural Model Penelitian .....	116
4.17	Hasil Pengujian Hipotesis Penelitian .....	118

