

DAFTAR TABEL

Tabel 1.1	Top 10 Awareness Of Online Shop 2015	11
Tabel 1.2	TOP 10 Awareness Of Online Shop 2016	12
Tabel 1.3	Hasil Pra Survei.....	12
Tabel 2.1	Penelitian Terdahulu	38
Tabel 3.1	Operasional Variabel.....	43
Tabel 3.2	Instrumen Skala Likert	45
Tabel 4.1	Jenis Kelamin Responden	55
Tabel 4.2	Usia Responden.....	56
Tabel 4.3	Perkerjaan Responden.....	56
Tabel 4.4	Deskriptif Jawaban Responden Variabel Daya Tarik Iklan	57
Table 4.5	Deskriptif Jawaban Responden Variabel Harga.....	58
Table 4.6	Deskriptif Jawaban Responden Variabel Kelompok Referensi	58
Table 4.7	Deskriptif Jawaban Responden Variabel Minat Beli	59
Tabel 4.8	Hasil Pengujian Convergent Validity.....	61
Tabel 4.9	Hasil Pengujian <i>Convergent Validity</i> (Modifikasi).....	63
Tabel 4.10	Hasil Pengujian <i>Average Variance Extracted</i> (AVE).....	64
Tabel 4.11	Uji <i>Discriminant Validity</i> (Fornell Lacker).....	65
Tabel 4.12	Hasil Pengujian Composite Reliability dan Cronbach's Alpha	66
Tabel 4.13	Nilai R ² Variabel Endogen	68
Tabel 4.14	Uji T statistic hipotesis (<i>Bootstrapping</i>)	70