

DAFTAR TABEL

Tabel 3.1 BluePrint Alat Ukur <i>Celebrity Endorsement</i>	34
Tabel 3.2 Hasil Uji Reliabilitas <i>Celebrity Endorsement</i>	35
Tabel 3.3 BluePrint Alat Ukur <i>Motivated Consumer Innovativeness</i>	36
Tabel 3.4 Hasil Uji Reliabilitas <i>Motivated Consumer Innovativeness</i>	37
Tabel 3.5 BluePrint Alat Ukur <i>Purchase Intention</i>	38
Tabel 3.6 Hasil Uji Reliabilitas <i>Purchase Intention</i>	39
Tabel 4.1 Deskripsi Reponden (Kuesioner).....	42
Tabel 4.2 Distribusi Frekuensi Berdasarkan Jenis Kelamin	43
Tabel 4.3 Distribusi Frekuensi Berdasarkan Usia.....	44
Tabel 4.4 One Sample Kolmogrov – Smirnov Test.....	45
Tabel 4.5 Uji Linearitas <i>CE & PI</i>	46
Tabel 4.6 Uji Linearitas <i>MCI & PI</i>	47
Tabel 4.7 Uji Multikolinearitas	48
Tabel 4.8 Uji Heteroskedastisitas.....	49
Tabel 4.9 Deskripsi Statistik <i>CE, CI dan PI</i>	50