DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu ........................................................................................32

Tabel 3.1 Dimensi dan Indikator Variabel Karakteristik Inovasi.....................................44

Tabel 3.2 Dimensi dan Indikator Variabel *Brand Acceptability*.......................................45

Tabel 3.3 Kriteria Bobot Jawaban Responden..................................................................47

Tabel 3.4 *Factor Loading* Uji Validitas...........................................................................48

Tabel 4.1 Profil Responden Berdasarkan Jenis Kelamin..................................................61

Tabel 4.2 Uji Validitas *Relative Advantage*......................................................................62

Tabel 4.3 Uji Validitas *Relative Advantage Final*............................................................63

Tabel 4.4 Uji Validitas *Compatibility*...............................................................................64

Tabel 4.5 Uji Validitas *Complexity*..................................................................................64

Tabel 4.6 Uji Validitas *Observability*...............................................................................65

Tabel 4.7 Uji Validitas *Brand Acceptability*.....................................................................65

Tabel 4.8 Uji Reliabilitas *Relative Advantage*..................................................................66

Tabel 4.9 Uji Reliabilitas *Compatibility*...........................................................................66

Tabel 4.10 Uji Reliabilitas *Complexity*.............................................................................67

Tabel 4.11 Uji Reliabilitas *Observability*.........................................................................67

Tabel 4.12 Uji Reliabilitas *Brand Acceptability*...............................................................67

Tabel 4.13 Deskripsi Variabel *Relative Advantage*..........................................................68

Tabel 4.14 Deskripsi Variabel *Compatibility*...................................................................69

Tabel 4.15 Deskripsi Variabel *Complexity.*......................................................................70

Tabel 4.16 Deskripsi Variabel *Observability*...................................................................71

Tabel 4.17 Deskripsi Variabel *Brand Acceptability*.........................................................72

Tabel 4.18 Hasil Uji Normalitas (1).................................................................................73

Tabel 4.19 Hasil Uji Normalitas (2) .................................................................................74

Tabel 4.20 Hasil Uji Homoskedastisitas...........................................................................75

Tabel 4.21 Hasil Uji Multikolinearitas.............................................................................76

Tabel 4.22 Hasil Uji F......................................................................................................77

Tabel 4.23 Hasil Uji t.......................................................................................................78

Tabel 4.24 Hasil Uji Koefisien Determinasi.....................................................................80