DAFTAR TABEL

Tabel 1. 1 Hasil Survey awal *Street food* di Kota Tasikmalaya 6

Tabel 1. 2 Frekuensi Membeli Produk *Street food* 8

Tabel 2. 1 Penelitian Terdahulu 45

Tabel 3. 1 Inovasi Produk (X1) 58

Tabel 3. 2 Halal awareness (X2) 58

Tabel 3. 3 Social media marketing (X3) 59

Tabel 3. 4 Minat beli (Z) 60

Tabel 3. 5 Keputusan pembelian (Y) 61

Tabel 3. 6 Instrumen Penelitian 65

Tabel 3. 7 Hasil Uji Validitas Variabel X1 67

Tabel 3. 8 Hasil Uji Validitas Variabel X2 68

Tabel 3. 9 Hasil Uji Validitas Variabel X3 68

Tabel 3. 10 Uji Validitas Variabel Z 68

Tabel 3. 11 Uji Validitas Variabel Y 69

Tabel 3. 12 Hasil Uji Reliabilitas Variabel 71

Tabel 3. 13 Waktu Penelitian 77

Tabel 4. 1 Lokasi *Street food* 83

Tabel 4. 2 Nilai Outer Loading 86

Tabel 4. 3 Average variance extracted (AVE) 88

Tabel 4. 4 Fornell Larcker Criterion 88

Tabel 4. 5 Nilai Cross Loading 89

Tabel 4. 6 Uji Reliabilitas 90

Tabel 4. 7 Uji R Square 91

Tabel 4. 8 Hasil Uji F Square 92