

## **DAFTAR TABEL**

|   |    |
|---|----|
| Tabel 1. 1 Produk Perusahaan .....  | 5  |
| Tabel 1.2 Maping Kompetitor Antara Critoe Coffee, Mokopi, dan Inilo Coffe.... | 14 |
| Tabel 2. 1 Penelitian Terdahulu .....   | 31 |
| Tabel 3. 1 Variabel Operasional .....   | 40 |
| Tabel 4.1 Data Informan .....   | 49 |
| Tabel 4.2 Perbandingan Harga Antara Criote Coffee, Mokopi dan Inilo Coffe.... | 69 |