

DAFTAR GAMBAR

- Gambar 1. 1 Logo Teh botol Sosro.....**Error! Bookmark not defined.**
- Gambar 1. 2 Logo Perusahaan Sosro.....**Error! Bookmark not defined.**
- Gambar 1. 3 Struktur Organisasi**Error! Bookmark not defined.**
- Gambar 1. 4 Grafik *Top Brand Indeks* Teh Dalam Kemasan Siap**Error! Bookmark not defined.**
- Gambar 2. 1 Elemen *Brand Equity* Versi David Aaker**Error! Bookmark not defined.**
- Gambar 2. 2 Piramida Kesadaran Merek.....**Error! Bookmark not defined.**
- Gambar 2. 3 Proses Keputusan Pembelian**Error! Bookmark not defined.**
- Gambar 3. 1 Tahapan Penelitian.....**Error! Bookmark not defined.**
- Gambar 3. 2 Kriteria Interpretasi Skor**Error! Bookmark not defined.**
- Gambar 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin**Error! Bookmark not defined.**
- Gambar 4. 3 Karakteristik Responden Berdasarkan Pendapatan Perbulan**Error! Bookmark not defined.**
- Gambar 4. 4 Data Responden Yang Pernah Membeli Teh Botol Sosro**Error! Bookmark not defined.**
- Gambar 4. 5 Persentase Garis Kontinum Variabel Ekuitas Merek(X)**Error! Bookmark not defined.**
- Gambar 4. 6 Persentase Garis Kontinum Variabel Proses Keputusan Pembelian (Y)**Error! Bookmark not defined.**
- Gambar 4. 7 Hasil Normalitas**Error! Bookmark not defined.**
- Gambar 4. 8 Hasil Heterokedatisitas**Error! Bookmark not defined.**