

## DAFTAR TABEL

<b>Tabel 1. 1. Waktu dan Periode Penelitian .....</b>	<b>12</b>
<b>Tabel 2. 1. Penelitian Terdahulu .....</b>	<b>33</b>
<b>Tabel 3. 1. Operasional Sub Variabel Points of Difference Menurut Atribut Produk ...</b>	<b>38</b>
<b>Tabel 3. 2. Operasional Sub Variabel Points of Difference Menurut Manfaat Produk..</b>	<b>39</b>
<b>Tabel 3. 3. Operasional Sub Variabel Points of Parity Menurut Kategori Produk .....</b>	<b>39</b>
<b>Tabel 3. 4. Operasional Sub Variabel Points of Parity Menurut Kompetitif Produk.....</b>	<b>40</b>
<b>Tabel 3. 5. Operasional Variabel Brand Awareness Sub Variabel Brand Recognition..</b>	<b>40</b>
<b>Tabel 3. 6. Operasional Variabel Brand Awareness Sub Variabel Brand Recall .....</b>	<b>41</b>
<b>Tabel 3. 7. Operasional Variabel brand awareness Sub Variabel Top Of Mind.....</b>	<b>41</b>
<b>Tabel 3. 8. Desain Pengukuran Skala Likert.....</b>	<b>42</b>
<b>Tabel 3. 9. Uji Validitas .....</b>	<b>47</b>
<b>Tabel 3. 10. Uji Realibilitas Variabel Independen (X) .....</b>	<b>48</b>
<b>Tabel 3. 11. Uji Realibilitas Variabel Dependen (Y).....</b>	<b>49</b>
<b>Tabel 3. 12. Kategori Presentase .....</b>	<b>50</b>
<b>Tabel 3. 13. Interpretasi Koefisien Korelasi .....</b>	<b>53</b>
<b>Tabel 4. 1. Hasil kuisioner atribut produk points of difference positioning .....</b>	<b>63</b>
<b>Tabel 4. 2. Hasil kuisioner manfaat produk points of difference positioning .....</b>	<b>68</b>
<b>Tabel 4. 3. Persentase points of difference positioning Lemonilo.....</b>	<b>72</b>
<b>Tabel 4. 4. Hasil kuisioner kategori produk points of difference positioning .....</b>	<b>73</b>
<b>Tabel 4. 5. Hasil kuisioner kompetitif produk points of difference positioning.....</b>	<b>76</b>
<b>Tabel 4. 6. Persentase points of parity positioning Lemonilo .....</b>	<b>79</b>
<b>Tabel 4. 7. Persentase positioning Lemonilo .....</b>	<b>80</b>
<b>Tabel 4. 8. Tabel Hasil Indikator Recognize pada Brand Awareness.....</b>	<b>81</b>
<b>Tabel 4. 9. Tabel Hasil Indikator Recall pada Brand Awareness .....</b>	<b>83</b>
<b>Tabel 4. 10. Tabel Hasil Indikator Top Of Mind pada Brand Awareness .....</b>	<b>Error!</b>
<b>Bookmark not defined.</b>	
<b>Tabel 4. 11. Persentase brand awareness Lemonilo .....</b>	<b>86</b>
<b>Tabel 4. 12. Hasil Uji Hipotesis .....</b>	<b>90</b>
<b>Tabel 4. 13. Hasil Uji Regresi Linear Sederhana .....</b>	<b>91</b>
<b>Tabel 4. 14. Uji Koefisien Determinasi (R2) .....</b>	<b>92</b>