

LIST OF FIGURE

Figure 1. 1 Philips Logo.....	2
Figure 1. 2 Strategic Focus of Philips	5
Figure 1. 3 Pre-survey Consumers Loyalty of Philips	12
Figure 2. 1 Research Framework	40
Figure 3. 1 Continuum Line	53
Figure 4. 1 Characteristics of Respondents by Gender	59
Figure 4. 2 Characteristics of Respondents by Age	59
Figure 4. 3 Characteristics of Respondents by Occupation	60
Figure 4. 4 Characteristics of Respondents by Monthly Income	60
Figure 4. 5 Corporate Social Responsibility Program Variable Continuum Line	69
Figure 4. 6 Variable Brand Image Continuum Line	72
Figure 4. 7 Continuum Line of Customer Loyalty Variables	77
Figure 4. 8 Normality Histogram Graph of Brand Image.....	78
Figure 4. 9 Normality Histogram Graph of Customer Loyalty.....	78
Figure 4. 10 Normality P-Plot Figure of Brand Image	79
Figure 4. 11 Normality P-Plot Figure of Customer Loyalty	79
Figure 4. 12 Scatterplot Graph of Brand Image.....	83
Figure 4. 13 Scatterplot Graph of Customer Loyalty.....	84
Figure 4. 14 Create a Structural Model.....	85
Figure 4. 15 Complete Path Diagram.....	85
Figure 4. 16 Sub-Structure Model 1: Effect of X to Z.....	87
Figure 4. 17 Sub-Structure Causal Relationships 1	90
Figure 4. 18 Sub-Structure Model 2: Effect of X to Y through Z.....	91
Figure 4. 19 Path Diagram for Sub-Structure 2	95
Figure 4. 20 Causal Relationships of Sub-Structures 1 and 2.....	97