

LIST OF TABLES

Table 2.1 Previous International Research.....	25
Table 2.2 Previous International Research.....	35
Table 2.3 Research Hypothesis	40
Table 3. 1 Research Characteristic.....	42
Table 3. 2 Operationalization of Variables	45
Table 3. 3 Likert Scale Instrument.....	53
Table 3. 4 Validity Test Result	59
Table 3. 5 Cornbach's Alpha Reliability Test	60
Table 4.1 Respondents Characteristics by Gender.....	68
Table 4.2 Respondents Characteristics by Age.....	69
Table 4. 3 Respondents Characteristics by Occupation	70
Table 4. 4 Brand Association	70
Table 4. 5 Brand Trust	72
Table 4. 6 Customer Perceived Quality	73
Table 4. 7 Brand Loyalty	75
Table 4. 8 Brand Association.....	76
Table 4. 9 Positive Valance.....	77
Table 4. 10 Negative Valance	79
Table 4. 11 Content.....	80
Table 4. 12 Repurchase Intention.....	82
Table 4. 13 Convergent Validity Test	85
Table 4. 14 Correlation Value Between Variables.....	86
Table 4. 15 Cross-Loading Value	87
Table 4. 16 Cronbach's Alpha and Composite Reliability	88
Table 4. 17 Path Coefficient and T-Value	90
Table 4. 18 Result of R2	91
Table 4. 19 Hypothesis Conclusion	93