

## LIST OF TABLES

Table 2.1 Table of Previous Research.....	39
Table 3.1 Research Characteristic .....	46
Table 3.2 Operational Variable Table .....	48
Table 4.4 Make Over Data Labeling Result.....	67
Table 4.5 Make Over Evaluation Performance Result.....	68
Table 4.6 ESQA Labeling Result.....	69
Table 4.7 ESQA Evaluation Performance Result .....	69
Table 4.8 Luxcrime Labeling Result.....	70
Table 4.9 Luxcrime Evaluation Performance Result .....	71
Table 4.10 List of Top Topics and Brand Topics in Make Over Brand User and Customer reviews.....	73
Table 4.11 The results of Interpretation and Analysis of Brand Topics on Each Topic of Make Over Brand Reviews .....	75
Table 4.12 List of Top Topics and Brand Topics in ESQA Brand User and Customer reviews.....	78
Table 4.13 The results of Interpretation and Analysis of Brand Topics on Each Topic of ESQA Brand Reviews .....	79
Table 4.14 List of Top Topics and Brand Topic in Luxcrime Brand User and Customer reviews.....	82
Table 4.15 The results of Interpretation and Analysis of Brand Topics on Each Topic of Luxcrime Brand Reviews .....	83
Table 4.16 Competitive Perception, Brand Topic and Brand Comparison Analysis Results .....	87