

## DAFTAR TABEL

Tabel 1.1 Top 3 Brand Kopi Gerai Terbanyak .....	4
Tabel 1.2 Top Brand Index Brand Kopi 2017-2021 .....	5
Tabel 1.3 Top 3 Jumlah Pengikut Media .....	6
Tabel 2. 1 Penelitian Terdahulu .....	18
Tabel 3. 1 Karakteristik Penelitian .....	25
Tabel 3. 2 Instrumen Skala Likert .....	27
Tabel 3. 3 Operasional Data .....	27
Tabel 4.1 Hasi <i>Principal Component Analysis</i> .....	59