

DAFTAR TABEL

| | |
|---|----|
| Tabel 1.1 Segmenting, Positioning, Targeting | 14 |
| Tabel 1.2 Diagram Mini Survey | 9 |
| Tabel 3.1 Operasional Variabel | 34 |
| Tabel 3.2 Desain Pengukuran Skala Likert | 36 |
| Tabel 3.3 Kriteria Interpretasi Skor | 40 |
| Tabel 4.1 Tanggapan Variabel Sales Promotion | 48 |
| Tabel 4.2 Tanggapan Variabel Customer Satisfaction | 51 |
| Tabel 4.3 Analisis Regresi Linear Sederhana | 55 |
| Tabel 4.4 Koefisien | 56 |
| Tabel 4.5 Anova | 56 |
| Tabel 4.6 Uji Signifikan | 57 |
| Tabel 4.7 Koefisien Determinan | 57 |