

DAFTAR TABEL

Tabel 1.1 Rating Susu cair Dalam Kemasan Siap Minum Brand Index 2022.....	3
Tabel 1.2 Jumlah Pengikut Brand Susu di Indonesia sampai tanggal 26 Desember 2022	4
Tabel 2.1 Penelitian Terdahulu Skripsi.....	19
Tabel 2.2 Penelitian Terdahulu Jurnal Nasional.....	22
Tabel 2.3 Penelitian Terdahulu Jurnal Internasional	24
Tabel 3.1 Operasional Variabel	31
Tabel 3.2 Instrumen Skala Likert	33
Tabel 3.3 Klasifikasi Persentase	39
Tabel 4.1 Jumlah Responden Penelitian	44
Tabel 4.2 Analisis Deskriptif Brand Ambassador	46
Tabel 4.3 Analisis Deskriptif Brand Image	49
Tabel 4.4 Analisis Deskriptif Minat Beli.....	53
Tabel 4.5 Hasil Nilai Outer Loading	58
Tabel 4.6 Hasil Nilai AVE.....	59
Tabel 4.7 Hasil Nilai Cronbach's Alpha dan Composite Reliability.....	60
Tabel 4.8 Hasil Uji Validitas Diskriminan (Fornell Lacker Criterion).....	60
Tabel 4.9 Hasil Cross Loading	61
Tabel 4.10 Hasil Nilai R Square	62
Tabel 4.11 Hasil Nilai Path Coefficient.....	63
Tabel 4.12 Hasil Specific Indirect Effect.....	64
Tabel 4.13 Original Sample.....	65
Tabel 4.14 Hasil Path Coefficient dan Specific Indirect Effect Error! Bookmark not defined.	