

DAFTAR TABEL

1.1	<i>Top Brand Award Restoran Fast Food 2018-2020</i>	3
1.2	Rincian Waktu Penulisan.....	9
2.1	Penulisan Skripsi Terdahulu	16
2.2	Penulisan Terdahulu Kategori Jurnal Nasional	21
2.3	Penulisan Terdahulu Kategori Jurnal Internasional.....	26
3.1	Jenis Penulisan.....	34
3.2	Operasional Variabel	35
3.3	Skala Pengukuran Likert.....	38
3.4	Hasil Uji Validitas	42
3.5	Hasil Uji Reliabilitas.....	44
3.6	Kriteria Interpretasi Skor	45
3.7	Interval Koefisien Korelasi.....	47
4.1	Ukuran Interpretasi Skor.....	54
4.2	Dimensi <i>Brand Ambassador (Visibility)</i>	55
4.3	Dimensi <i>Brand Ambassador (Credibility)</i>	57
4.4	Dimensi <i>Brand Ambassador (Attraction)</i>	59
4.5	Dimensi <i>Brand Ambassador (Power)</i>	61
4.6	Rekapitulasi Dimensi <i>Brand Ambassador</i>	62
4.7	Dimensi <i>Brand image (Favorable of brand associations)</i>	64
4.8	Dimensi <i>Brand image (Strength of brand associations)</i>	66
4.9	Dimensi <i>Brand image (Uniqueness of brand associations)</i>	68
4.10	Rekapitulasi Dimensi <i>Brand image</i>	70
4.11	Hasil Uji Sample Kolmogorov-Smirnov	74
4.12	Hasil Uji Heteroskedastisitas	76
4.13	Analisis Regresi Linear Sederhana.....	77
4.14	Hasil Uji Hipotesis Uji-t	78
4.15	Hasil Uji Korelasi	79
4.16	Korelasi Antar Variabel.....	79

4.17 Hasil Uji Koefisien Determinasi.....	80
---	----