

DAFTAR TABEL

Tabel 1. 1 Agenda Penelitian.....	8
Tabel 2. 1 Penelitian Terdahulu Jurnal Nasional.....	15
Tabel 2. 2 Penelitian Terdahulu Jurnal Internasional.....	18
Tabel 3. 1 Operasionalisasi Variabel Brand Ambassador dan Brand Loyalty.....	23
Tabel 3. 2 Skala Pengukuran	26
Tabel 3. 3 Hasil Uji Validitas X (Brand Ambassador).....	30
Tabel 3. 4 Hasil Uji Validitas Y (Brand Loyalty).....	31
Tabel 3. 5 Hasil Uji Reliabilitas Variabel X.....	32
Tabel 3. 6 Hasil Uji Reliabilitas Variabel Y	32
Tabel 3. 7 Kategori Penelitian.....	33
Tabel 3. 8 Koefisien Korelasi	36
Tabel 4. 1 Analisis Deskriptif Dimensi Visibility.....	40
Tabel 4. 2 Analisis Deskriptif Dimensi Credibility.....	41
Tabel 4. 3 Analisis Deskriptif Dimensi Attraction	43
Tabel 4. 4 Analisis Deskriptif Dimensi Power	45
Tabel 4. 5 Rekapitulasi Analisis Deskriptif Variabel Brand Ambassador.....	47
Tabel 4. 6 Analisis Deskriptif Dimensi Behavior Measure.....	48
Tabel 4. 7 Analisis Deskriptif Dimensi Measuring Switch Cost.....	49
Tabel 4. 8 Analisis Deskriptif Dimensi Measuring Satisfication	51
Tabel 4. 9 Analisis Deskriptif Dimensi Measuring Liking Brand.....	52
Tabel 4. 10 Analisis Deskriptif Dimensi Measuring Commitment	53
Tabel 4. 11 Rekapitulasi Analisis Deskriptif Variabel Brand Loyalty	55
Tabel 4. 12 Hasil Uji Kolmogorov Smirnov.....	57
Tabel 4. 13 Hasil Uji Korelasi	57
Tabel 4. 14 Koefisien Korelasi	58
Tabel 4. 15 Uji Regresi Linier Sederhana	59
Tabel 4. 16 Uji Hipotesis (Uji-T).....	60