

DAFTAR TABEL

Tabel 1.1 Data Smartphone Terlaris	16
Tabel 2.1 Ulasan Penelitian Skripsi	34
Tabel 2.2 Ulasan Penelitian Jurnal Nasional	40
Tabel 2.3 Ulasan Penelitian Jurnal Internasional	48
Tabel 3.1 Variabel Operasional	57
Tabel 3.2 Likert	59
Tabel 3.3 Hasil Uji Validitas	62
Tabel 3.4 Hasil Uji Reliabilitas	63
Tabel 4.1 Klasifikasi Kuisioner	68
Tabel 4.2 Persepsi Responden Terhadap Variabel Perceived Quality	71
Tabel 4.3 Persepsi Responden Terhadap Variabel Brand Image	72
Tabel 4.4 Persepsi Responden Terhadap Variabel Perceived Value	74
Tabel 4.5 Persepsi Responden Terhadap Variabel Perception of Masstige	76
Tabel 4.6 Hasil Uji Validitas	77
Tabel 4.7 Hasil Uji Reliabilitas	78
Tabel 4.8 Hasil Uji Normalitas	80
Tabel 4.9 Hasil Uji Multikolinearitas	81
Tabel 4.10 Hasil Uji Heteroskedastisitas	82
Tabel 4.11 Hasil Uji Analisis Regresi Linear Berganda	83
Tabel 4.12 Hasil Uji Parsial	84
Tabel 4.13 Hasil Uji Simultan	85
Tabel 4.14 Hasil Uji Koefisien Determinasi	86