

LIST OF TABLES

Table 2.1 Previous national journals.....	15
Table 2.2 Previous international journals	17
Table 3.1 Operationalization Variables	25
Table 3.2 Research Score in Ordinal Scale.....	28
Table 3.3 Variable X Validity Test Results	33
Table 3.4 Variable X Validity Test Results	34
Table 3.5 Test the Reliability of Variables X	36
Table 3.6 Test the Reliability of Variables Y	36
Table 3.7 Score Interpretation Categories	37
Table 3.8 Correlation Coefficient Value.....	38
Table 4.1 Characteristics of Respondents Based on Gender	41
Table 4.2 Characteristics of Respondents Based on Activeness as a Gamers	43
Table 4.3 Characteristics of Respondents Based on the Length of time the Respondents Has Played PUBG Mobile	43
Table 4.4 Respondents' Responses Based on Reputation Sub-Variable Indicators.....	44
Table 4.5 Respondents' Responses Based on Product Fit Sub-Variable Indicators	45
Table 4.6 Respondents' Responses Based on Trust Sub-Variable Indicators.....	47
Table 4.7 Respondents' Responses Based on Attitude Towards Co-Branding Sub-Variable Indicators.....	48
Table 4.8 Respondents' Responses Based on Familiarity Sub-Variable Indicators	50
Table 4.9 Respondents' Responses to Overall Co-Branding	51
Table 4.10 Respondents' Responses Based on Strength of Brand Association Sub-Variable Indicators.....	55
Table 4.11 Respondents' Responses Based on Favorability of Brand Association Sub-Variable Indicators.....	57
Table 4.12 Respondents' Responses Based on Uniqueness of Brand Association Sub-Variable Indicators.....	58
Table 4.13 Respondents' Responses to Overall Brand Image.....	60
Table 4.14 Normality Test Results for Co-Branding Variable on Brand Image	63
Table 4.15 Relationship Analysis Results	64
Table 4.16 Results of Simple Linear Regression Analysis.....	65
Table 4.17 Hypothesis Testing Results.....	66

Table 4.18 Coefficient of Determination Results67