

## LIST OF TABLES

Table 2.1 Previous Research_____	23
Table 3.1 Research Characteristics_____	50
Table 3.2 Operational Variables of Brand Image, Brand Satisfaction, Brand Trust, Lovemarks (Brand Love and Brand Respect), and Brand Loyalty_____	53
Table 3.3 Instrument of Likert Scale_____	60
Table 3.4 Score Interpretation Categories_____	69
Table 3.5 Symbols and Terminologies in SEM_____	72
Table 3.6 Rule of Thumb Summary of Measurement Model_____	76
Table 3.7 Rule of Thumb Summary of Structural Model Evaluation_____	79
Table 4.1 Respondents Characteristics Based on the Screening Questions_____	84
Table 4.2 Respondents Characteristics Based on the Screening Questions_____	85
Table 4.3 Respondent Characteristics Based on Age_____	87
Table 4.4 Respondent Characteristics Based on Gender_____	88
Table 4.5 Respondent Characteristics Based on Employment_____	89
Table 4.6 Respondent Characteristics Based on Monthly Income_____	90
Table 4.7 Respondent Characteristics Based on How Long They Have Been a Consumer of Mixue Ice Cream and Tea_____	91
Table 4.8 Respondent Characteristics Based on Purchase History in The Last 6 Months_____	92
Table 4.9 Respondent Characteristics Based on Purchase Frequency_____	93
Table 4.10 Respondent Characteristics Based on Last Purchase History_____	94
Table 4.11 Validity Test_____	96

Table 4.12 Reliability Test_____	98
Table 4.13 Respondents' Feedback on Brand Image_____	101
Table 4.14 Respondents' Feedback on Brand Satisfaction_____	103
Table 4.15 Respondents' Feedback on Brand Trust_____	106
Table 4.16 Respondents' Feedback on Brand Respect_____	108
Table 4.17 Respondents' Feedback on Brand Love_____	110
Table 4.18 Respondents' Feedback on Brand Loyalty_____	112
Table 4.19 Convergent Validity Result_____	117
Table 4.20 Re-Estimated Model of Convergent Validity Results_____	120
Table 4.21 Re-Estimated Model of Convergent Validity Results_____	122
Table 4.22 Average Variance Extracted (AVE) Before Re-Estimation Results_	125
Table 4.23 Re-Estimated Average Variance Extracted (AVE) Results_____	127
Table 4.24 Discriminant Validity Test Results_____	128
Table 4.25 Reliability Test Results_____	132
Table 4.26 Direct Path Coefficient Results_____	134
Table 4.27 Indirect Path Coefficient Results_____	136
Table 4.28 Specific Indirect Effect Results_____	136
Table 4.29 R-Square Results_____	139
Table 4.30 Q2 Results_____	140
Table 4.31 F2 Effect Size for Brand Respect_____	141
Table 4.32 F2 Effect Size for Brand Love_____	142
Table 4.33 F <sup>2</sup> Results_____	142