

## DAFTAR TABEL

Tabel 2.1 Penelitian terdahulu.....	25
Tabel 3.1 Jenis Penelitian.....	39
Tabel 3.2 Operasionalisasi Variabel.....	41
Tabel 3.3 Skala Ordinal.....	43
Tabel 3.4 Hasil Validitas Data Penelitian Variabel X.....	49
Tabel 3.5 Hasil Reliabilitas Data Penelitian Variabel X dan Y.....	51
Tabel 3.6 Tabel Kriteria Intrepetasi Skala dalam Garis Kontinum.....	53
Tabel 4.1 Uji Normalitas.....	74
Tabel 4.2 Uji Heterokedesitas.....	75
Tabel 4.3 Hasil Uji Multikolinearitas.....	76
Tabel 4.4 Hasil Analisis Linear Berganda.....	77
Tabel 4.5 Hasil Uji Koefisien Determinasi.....	79
Tabel 4.6 Hasil Uji T.....	81
Tabel 4. 7 Hasil Uji F.....	82
Tabel 4.1.1 Tabel Indikator Brand Awareness (X1).....	65
Tabel 4.1.2 Tabel Indikator Brand Assosiation (X2).....	67
Tabel 4.1.3 Tabel Indikator Brand Loyalty (X3).....	68
Tabel 4.1.4 Tabel Indikator Perceived Quality (X4).....	69
Tabel 4.1.5 Tabel Indikator Purchase Intention (Y).....	71
Tabel 5.1 Tabel Saran.....	91