

DAFTAR TABEL

TABEL 1 1 PRODUK UNIQLO BERDASARKAN KEGUNAAN	ERROR! BOOKMARK NOT DEFINED.
TABEL 1 2 PRODUK UNIQLO BERDASARKAN KATEGORI	ERROR! BOOKMARK NOT DEFINED.
TABEL 1 3 YouGov BEST BRAND RANKINGS (KATEGORI FASHION).....	ERROR! BOOKMARK NOT DEFINED.
TABEL 1 4 PERBANDINGAN PENDAPATAN UNIQLO	ERROR! BOOKMARK NOT DEFINED.
TABEL 2 1 PENELITIAN TERDAHULU	44
TABEL 3 1 VARIABEL OPERASIONAL.....	59
TABEL 3 2 SKALA LIKERT.....	63
TABEL 3 3 UJI VALIDITAS <i>BRAND PERSONALITY</i> (X1)	69
TABEL 3 4 UJI VALIDITAS <i>PERCEIVED QUALITY</i> (X2).....	69
TABEL 3 5 UJI VALIDITAS <i>PURCHASE INTENTION</i> (Y).....	70
TABEL 3 6 KRITERIA INTERPRETASI SKOR.....	73
TABEL 4 1 PENYEBARAN KOUSIONER PENELITIAN.....	80
TABEL 4 2 TANGGAPAN RESPONDEN MENGENAI VARIABEL <i>BRAND PERSONALITY</i> (X1)	84
TABEL 4 3 TANGGAPAN RESPONDEN MENGENAI VARIABEL <i>PERCEIVED QUALITY</i> (X2)	85
TABEL 4 4 TANGGAPAN RESPONDEN MENGENAI VARIABEL <i>PURCHASE INTENTION</i> (Y)	87