

## DAFTAR TABEL

Tabel 1.1 Data Konsumsi <i>Coffee</i> Masyarakat Indonesia .....	2
Tabel 1.2 Top <i>Brand Award</i> pada Kategori Kopi Bubuk Berampas .....	3
Tabel 1.3 Data <i>Top Brand Award White Coffee</i> 2016 .....	4
Tabel 1.4 Data <i>Top Brand Award White Coffee</i> 2017 .....	4
Tabel 1.5 Pra <i>Survey</i> .....	7
Tabel 2.1 Penelitian Terdahulu .....	35
Tabel 3.1 Operasional Variabel <i>Celebrity Endorser</i> .....	44
Tabel 3.2 Skala Likert .....	49
Tabel 4.1 Jenis Kelamin .....	58
Tabel 4.2 Usia .....	58
Tabel 4.3 Uang Saku Perbulan .....	59
Tabel 4.4 Deskriptif Variabel <i>Celebrity Endorse</i> .....	60
Tabel 4.5 Deskriptif Variabel Citra Merek .....	61
Tabel 4.6 Deskriptif Variabel Citra Merek .....	62
Tabel 4.7 Deskriptif Variabel Minat Beli .....	63
Tabel 4.8 Validitas <i>Celebrity Endorser</i> .....	64
Tabel 4.9 Validitas Citra Merek .....	65
Tabel 4.10 Validitas <i>Word Of Mouth</i> .....	65
Tabel 4.11 Variabel Minat Beli .....	66
Tabel 4.12 Uji Reliabilitas .....	68
Tabel 4.13 Uji Normalitas .....	69
Tabel 4.14 Uji Multikolinieritas .....	70
Tabel 4.15 Analisis Regresi Linier Berganda .....	72
Tabel 4.16 Koefisien Determinasi R Square .....	74
Tabel 4.17 Uji F .....	74
Tabel 4.18 Uji T .....	75