

DAFTAR TABEL

| | Halaman |
|---|----------------|
| 1.1 Top Brand Indexs 2017 | 3 |
| 1.2 Top Brand Indexs 2018 | 3 |
| 1.3 Data Hasil Pra Survei | 7 |
| 2.1 Penelitian Terdahulu | 36 |
| 3.1 Definisi Operasonal Variabel | 44 |
| 3.2 Instrumen Skala Likert | 46 |
| 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin | 54 |
| 4.2 Karakteristik Responden Berdasarkan Usia | 55 |
| 4.3 Karakteristik Responden Berdasarkan Jenis Pekerjaan | 55 |
| 4.4 Deskripsi Jawaban Responden Variabel Periklanan | 56 |
| 4.5 Deskripsi Jawaban Responden Variabel Persepsi Harga | 57 |
| 4.6 Deskripsi Jawaban Responden Variabel Kualitas Produk | 58 |
| 4.7 Deskripsi Jawaban Responden Variabel Keputusan Pembelian..... | 59 |
| 4.8 Hasil Pengujian <i>Convergent Validity</i> | 62 |
| 4.9 Hasil Pengujian <i>Convergent Validity</i> (Modifikasi)..... | 64 |
| 4.10 Uji <i>Discriminant Validity</i> (<i>Fornel Lacker</i>)..... | 66 |
| 4.11 Uji <i>Discriminant Validity</i> (<i>Fornel Lacker</i>) (Modifikasi) | 67 |
| 4.12 Hasil Pengujian <i>Average Variance Extracted</i> (AVE)..... | 67 |
| 4.13 Hasil Pengujian <i>Composite Reliability</i> | 68 |
| 4.14 Hasil Pengujian <i>Cronbach's Alpha</i> | 69 |
| 4.15 Nilai <i>R-square</i> Variabel Endogen..... | 69 |
| 4.16 Hasil Pengujian Hipotesis (<i>Bootstrapping</i>) | 72 |