

## LIST OF FIGURES

Figure 1. 1 Drinking Water Consumption in Indonesia Year 2013-2017 .....	2
Figure 1. 2 Increased Use of Bottled Drinking Water in 2007-2017.....	3
Figure 2. 1 Framework of hypothesis thinking.....	23
Figure 4. 1 PLS Algorithm result Source: PLS Output .....	43

