

DAFTAR LAMPIRAN

| | |
|---|----|
| Lampiran 1. Kuesioner Penelitian | 64 |
| Lampiran 2. Profil Responden | 67 |
| Lampiran 3. Hasil kuesioner variabel Bauran Pemasaran | 70 |
| Lampiran 4. Hasil kuesioner variabel Kekuatan Merek | 73 |
| Lampiran 5. Output SPSS Frequencies profile responden..... | 76 |
| Lampiran 6. Output SPSS Correlations variabel X..... | 78 |
| Lampiran 7. Output SPSS Correlations variabel Y..... | 80 |
| Lampiran 8. Output SPSS Regression..... | 82 |



UNIVERSITAS
MERCU BUANA