

## DAFTAR TABEL

Tabel II. 1 Metode Pembanding <i>Positioning</i> .....	10
Tabel II. 2 <i>Goodness of Fit</i> .....	15
Tabel III. 1 Pengkodean Atribut .....	22
Tabel III. 2 Pengkodean <i>Brand</i> .....	22
Tabel IV. 1 Hasil Penggalian Atribut .....	24
Tabel IV. 2 Nilai Rata-Rata Atribut tiap <i>Brand</i> .....	25
Tabel IV. 3 Koordinat <i>Brand T-Shirt</i> Distro .....	26
Tabel IV. 4 Koordinat <i>Atribut T-Shirt</i> Distro .....	27
Tabel V. 1 Jarak <i>Euclidean</i> Atribut Harga .....	28
Tabel V. 2 Jarak <i>Euclidean</i> Atribut Kualitas Kain .....	29
Tabel V. 3 Jarak <i>Euclidean</i> Atribut Variasi Desain.....	30
Tabel V. 4 Jarak <i>Euclidean</i> Atribut Variasi Warna .....	31
Tabel V. 5 Jarak <i>Euclidean</i> Atribut Kepopuleran <i>Brand</i> .....	32
Tabel V. 6 Jarak <i>Euclidean</i> Atribut <i>Attractiveness</i> .....	33
Tabel V. 7 Jarak <i>Euclidean</i> Atribut <i>Fashionableness</i> .....	34
Tabel V. 8 Jarak <i>Euclidean</i> Atribut Kemudahan Pembelian.....	35
Tabel V. 9 Jarak <i>Euclidean</i> Pesaing Terhadap VRILL INDUSTRIES .....	37
Tabel V. 10 Prioritas Perbaikan Atribut <i>T-Shirt</i> VRILL INDUSTRIES .....	39
Tabel V. 11 Rekomendasi Perbaikan Atribut <i>T-Shirt</i> VRILL INDUSTRIES.....	40
Tabel V. 12 Jarak <i>Euclidean</i> Atribut terhadap VI .....	41